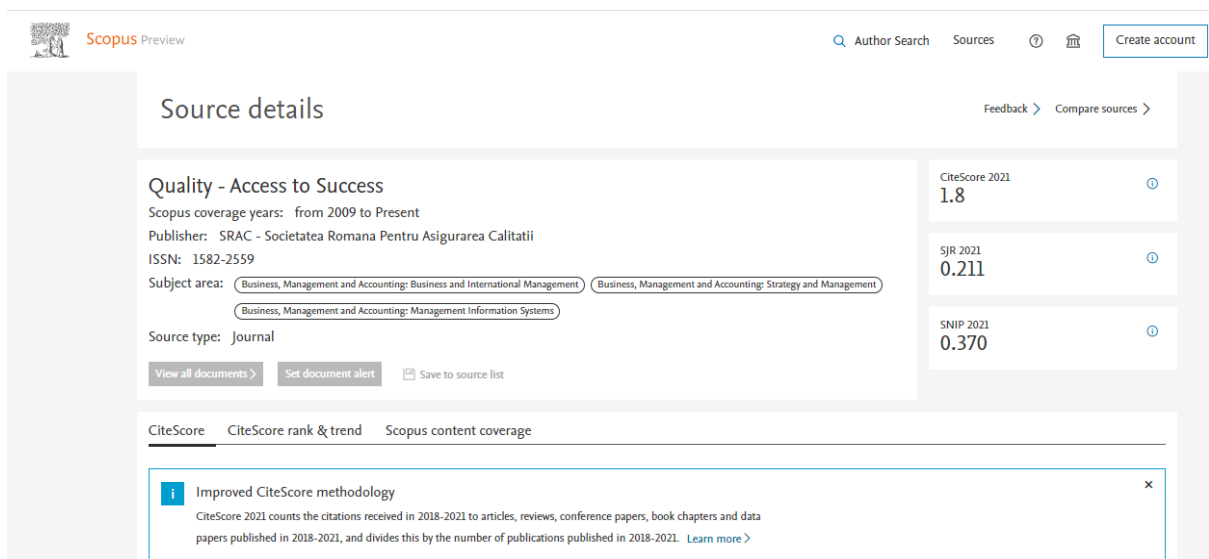
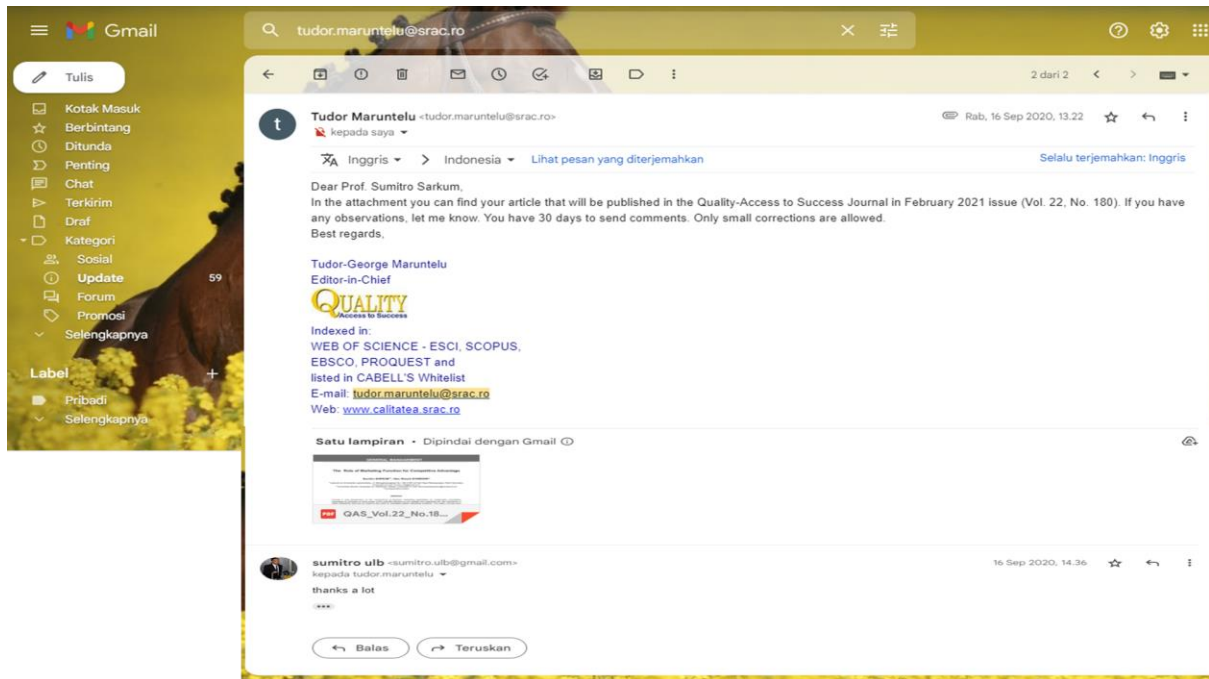


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The Role of Marketing Function for Competitive Advantage

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Abstract

Provide a new perspective on the involvement of dynamic marketing capabilities for sustainable competitive advantage by focusing on three areas of the scientific literature to be studied and integrated into the framework of small companies that can be learned and used in managing digital marketing company. The paper reviews prior literature on Customer Relationship Management (CRM), Social Customer Relationship Management (SCRM), Engagement, and Perspectives on Theory of Dynamic Capability (DC), Dynamic Marketing Capability (DMCs). Dynamic Marketing Engagement is a new concept that is created through a process of reduction of the concept of Dynamic Marketing Capabilities (DMCs) and the concept of Engagement associated with a competitive advantage and competitiveness sustainability. This new concept offers a marketing strategy using digital tools not forgetting offline strategies for identifying, anticipating, managing and winning business competition and studied business in the digital sector, especially for SMEs; thus has implications for the field of academics, practitioners and industry. Combining the three major areas of business research for sustainable competitive advantage, that is Social Customer Relationship Management, Engagement and Marketing Dynamic Capabilities.

Keywords: social CRM; engagement; dynamic capability; dynamic marketing capabilities.



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