

Faculty of Business & Law

Seminar for Staff & Students

The Faculty would like to extend an invitation to all academic staff and RHD students to attend a seminar by

**Kwaku Atuahene-Gima
Professor of Marketing and Innovation,
China Europe International Business School (CEIBS),
Shanghai, China**

**Topic:
Market Knowledge Dimensions: Antecedents and
Effect of Complementarity with Technology Knowledge on Firm
Performance**

Date: 15th December 2009

Location: Callaghan Campus - OASIS Room (SRS203)

Time: 10am to 11.30am

Please RSVP by email to: PA-PVCBL@newcastle.edu.au

Please RSVP by Wednesday 9th December

morning tea will be provided

BIO

Professor Kwaku Atuahene-Gima

Professor of Marketing & Innovation Management at the China Europe International Business School (CEIBS) in Shanghai, where he is also Chair of the Department of Marketing and the Director of the Center for Marketing & Innovation. He was Professor of Innovation Management & Marketing, head of the Department of Management (1996-1999), founder and Director of the Center for Innovation Management and Organizational Change at the City University of Hong Kong. He has been visiting professor at several universities including the University of Bocconi, University of New South Wales, and Delft University of Technology, Singapore Management University, held a part-time Chair of Marketing at Aston Business School and is currently Adjunct Professor of Innovation Management, Mannheim Business School. Prior to academia he held executive positions in product development, distribution, marketing and materials management in the pharmaceutical industry.

Kwaku's teaching and research focus on assisting firms to improve in the following key areas: excel in customer-centric R&D management, build innovation as an organizational competency, develop and sustain market-oriented capability, manage new product development processes, and develop and implement innovative marketing strategies. An award-winning author, Kwaku's work has been published in leading academic journals such as Journal of Marketing, Journal of Product Innovation Management, Academy of Management Journal, Management Science, Organization Science, Strategic Management Journal, and others.

Kwaku has been recognized worldwide for his creative and path-breaking contributions to marketing and innovation knowledge. He is consistently ranked among the top marketing/innovation management scholars in the world. A recent ranking placed him as number 4 among the top 1,179 innovation management scholars worldwide. His work has received a Citation of Excellence for Highest Quality and for outstanding contribution to knowledge by Annbar. His research work has won several awards. Kwaku is on the Editorial Board of the Journal of Marketing, Journal of Product Innovation Management, Journal of International Marketing, Australasian Marketing Journal, Critical Perspectives on International Business, and formerly on Journal of the Academy of Marketing Science (2001-2003) and Industrial Marketing Management (1997-2005) boards.

Kwaku is a sought-after speaker. He has been keynote speaker at the annual gathering of the Hong Kong Coalition of Services Industries, the Chinese International Invention and Innovation Symposium and several others. In Sept 2005, he was invited by the Ministry of Economy and Innovation of Portugal and delivered the Keynote Speech at a conference on "Platform for Innovation, Exportation and Competitiveness for Portuguese Firms". On 16th Dec 2005, he delivered a keynote address at the China Information Industry R&D Forum in Beijing. Kwaku has consulted and/or conducted training programs and workshops for companies such as Trend Micro Inc, Barco, Shanghai Pudong Development Bank, DSM, Sony, Eli Lilly, Bayer Technology Services, Ernst & Young, Atlas Copco, Alcatel-Lucent, GSK (China), Intertek, UBS Financial Services; Philips (China) Limited; Shanghai General Motors, Wyeth (China) Limited, Hong Kong Society for the Handicapped, Group Sense (International) Ltd, Sunhing Millennium Ltd, Manulife International (HK) Ltd, the Hong Kong Productivity Council and others.

Market Knowledge Dimensions: Antecedents and Effect of Complementarity with Technology Knowledge on Firm Performance

ABSTRACT

Accepted wisdom is that overlooking the complementarity between market and technology knowledge provides a simplistic view of the value of these important resources. Yet, extant literature usually considers knowledge in an omnibus fashion and rarely distinguishes and examines how the different dimensions of market knowledge interact with dimensions of technology knowledge to influence firm performance. The overarching contribution of this study is the finding that the effect of marketing-technology knowledge interaction on firm performance is stronger when the knowledge dimensions are matched (i.e., market knowledge breadth (depth) is combined with technology knowledge breadth (depth)). Mismatch of market and technology knowledge dimensions (i.e., breadth combined with depth) appears to have little effect on firm performance. As a second contribution, we provide a systematic exploration of how the breadth and depth of a firm's market knowledge result from alternative information search process (proximal -search in the neighborhood of current knowledge domain; and distal – search far beyond current knowledge boundaries). We show that broad market knowledge could result not only from distal search but also from proximal search; and that these relationships may depend of the degree of cross-functional collaboration.