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dspace.lib.cranfield.ac.uk Dynamic Capabilities: the missing link in CRM investments (66/07) Abstract Purpose This paper illustrates the practical application of Dynamic Capabilities theory to improve investment decisions in Customer Relationship Management (CRM). Design/methodology/approach Action Research (AR) allows managers to raise the tacit knowledge of

their Dynamic Capabilities: the missing link in CRM investments ... Cranfield Bedford MK43 0AL
n.collier@cranfield.ac.uk 1 An earlier version of this paper was presented at "The Practice of Dynamic Capabilities: Theory Development and Research" Workshop, Lancaster 2006. We would like to thank the workshop ... dynamic capabilities, which impact, not on the firm's resource base, but on its current British Journal of Management S1, pp. S9-S24. The dynamic capability perspective extends the resource-based view argument by addressing how valuable, rare, difficult to imitate and imperfectly substitutable resources can be created and how the current stock of valuable resources can be refreshed in changing environments. What are dynamic capabilities and are they a useful ... A Dynamic Capabilities Perspective of IS Project Portfolio Management Abstract Organizations use information systems project portfolio management (IS PMM) to reconfigure

their IS resources and capabilities to match changing market and economic conditions. IS PPM can therefore be characterised as a dynamic capability. A dynamic capabilities perspective - DSPACEDi Stefano, G., Peteraf, M. A., Verona, G. (2010) 'Dynamic Capabilities Deconstructed: A Bibliographical Investigation into the Origin, Development, and Future Directions of the Research Domain', ... Alessandro Giudici is a PhD student in Strategy at Cranfield School of Management, UK. His PhD is expected in Q1-2013 and focuses on how ...Dynamic capabilities in the dock: A case of reification ...Ambrosini, Veronique and Bowman, Cliff, What are Dynamic Capabilities and are They a Useful Construct in Strategic Management?. International Journal of Management Reviews, Vol. 11, Issue 1, pp. 29-49, March 2009. What are Dynamic Capabilities and are They a Useful ...Background. Dr Leila Alinaghian joined Cranfield School of Management in August 2015. Prior to joining Cranfield, Leila was part of the University of Cambridge Centre for International Manufacturing's strategy team and she was involved in case study research that supports the EPSRC Centres for innovative manufacturing. Dr Leila Alinaghian - Cranfield University In organizational theory, dynamic capability is the capability of an organization to purposefully adapt an organization's resource base. The concept was defined by David Teece, Gary Pisano and Amy Shuen, in their 1997 paper Dynamic Capabilities and Strategic Management, as "the firm's ability to integrate, build, and reconfigure internal and external competences to address rapidly changing ...Dynamic capabilities - Wikipedia Background. Patrick

Reinmoeller, PhD, is Professor of Strategic Management at Cranfield School of Management, UK, a Core Member of the China Research Centre and a Visiting Professor at Erasmus University in the Netherlands and a Visiting Professor at ICS Hitotsubashi University in Tokyo. Professor Patrick Reinmoeller - Cranfield University The multi-channel challenge: a dynamic capability approach About the authors Hugh Wilson MA(Oxon), DipCompSci(Cantab), PhD is Professor of Strategic Marketing and Director of the Customer Management Forum at Cranfield School of Management. The Multi-Channel Challenge: A Dynamic Capability Approach The role of dynamic capabilities in e-business transformation Elizabeth M. Daniel¹ and Hugh N. Wilson¹ ¹Cranfield School of Management, Cranfield, Bedford, U.K. Correspondence: Elizabeth Daniel, Cranfield School of The role of dynamic capabilities in e-business transformation². CAPABILITIES AND DYNAMIC CAPABILITIES To understand the DCs concept and the process through which they are created, it is important to first define the term 'capability'. In the strategic management literature capability generally refers to a firm's capacity to deploy and coordinate resources (Amit and The Process of Creating Dynamic Capabilities Ambrosini V & Bowman C (2009) What are dynamic capabilities and are they a useful construct in strategic management?, International Journal of Management Reviews, 11 (1) 29-49. Ambrosini V, Bowman C & Collier N (2009) Dynamic capabilities: An exploration of how firms renew their resource base, British Journal of Management, 20 (S1) 9-24. Professor Cliff Bowman - Cranfield University- The purpose of this paper is to illustrate the

practical application of dynamic capabilities theory to improve investment decisions in customer relationship management (CRM)., - Action research (AR) allows managers to raise the tacit knowledge of their dynamic capabilities to a level where they can be identified and developed. A framework and a process for managing dynamic capabilities ...Dynamic capabilities: the missing link in CRM investments ...Organizations use information systems project portfolio management (IS PMM) to reconfigure their IS resources and capabilities to match changing market and economic conditions. IS PPM can therefore be characterised as a dynamic capability. A dynamic capabilities perspective of IS project portfolio ...Evidence for A&B`s view: Dynamic capabilities are reified A&B concluded that the dynamic capability construct “serves mainly as a label for an area of study... a label with an implied coherence it does not possess” (2009: 86). Dedicating a substantial amount of time to reviewing whether dynamic capabilities have become a reified City Research Online Practices in programme and project management have been based on the notion of one-size-fits-all, but the limitations of this have become apparent. Contextual intelligence - the knowledge of what works where is what is really needed. Configuration - Cranfield School of Management First, model assumes that dynamic capabilities of the enterprise will positively affect organizational learning processes. Dynamic capabilities are expected to help enterprise to build an intensive learning environment and enable enterprise`s capability to learn. Dynamic Capabilities: the missing link in CRM investments (66/07) Abstract

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A dynamic capabilities perspective - DSPACE

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2. CAPABILITIES AND DYNAMIC

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