



El impacto de la capacidad de absorción potencial del conocimiento sobre la innovación en marketing [

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text (article)

Analítica

Commercial and marketing resources are available strategies that promote the innovation process if they are also linked to external knowledge sources. The purpose of this article is to analyze the positive or negative effect of the potential absorption capacity of external knowledge (CAP) and each of its dimensions (Acquisition and assimilation) on marketing innovation. The sample used is made up of 134 companies of Colombia, tourism sector (hotels, restaurants and travel agencies) and to test the hypotheses of the study, a structural model was used, using the Smart-PLS program. The results of this study show that the ability to potentially absorb new knowledge in tourism businesses positively influences the results of marketing innovation due to the importance of new information in the adoption of new strategies, promotion, marketing, and sales. of tourism products and / or services, concluding as such, that the potential absorption capacity of external knowledge once acquired and assimilated by individuals emerges significantly to promote results of marketing innovation in the organizational strategies of tourism companies

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