

The Knowledge-Performance Nexus: Exploring the Relationships among Integrated Market Knowledge, Cross-functionality, Fuzzy Front End, and Supplier Development

ズオン ゴック アイン

<https://hdl.handle.net/2324/7363569>

出版情報 : Kyushu University, 2024, 博士 (経済学), 課程博士
バージョン :

権利関係 : Public access to the fulltext file is restricted for unavoidable reason (3)



氏 名 : DUONG NGOC ANH (ズオン ゴック アイン)

Name

論文名 : The Knowledge-Performance Nexus: Exploring the Relationships among
Title Integrated Market Knowledge, Cross-functionality, Fuzzy Front End, and
Supplier Development(知識と業績の関連性：統合された市場知識、部門横断性、ファジーフロン
トエンド、サプライヤー開発の関係を探る)

区 分 : Kou (甲)

Category

論文内容の要旨

Thesis Summary

Some companies possess the superior capability to exploit the same amount of knowledge over their competitors. Thus, knowledge competence is an organisation's competitive advantage. Under the resource-based, knowledge-based, dynamic capabilities, and knowledge competence concepts, this research considers market knowledge competence as a combination of valuable knowledge resources and a specific process to exploit this knowledge, including the fuzzy front end and supplier development presenting knowledge management and knowledge-intensive process, respectively. Moreover, previous studies emphasise the role of customers and the competitor side in market knowledge, whereas the market should comprise other stakeholders, such as suppliers or complementors. Filling this gap in the literature, market knowledge refers to the integration of customers and supplier market knowledge, downward and upward partners in the supply chain. Furthermore, the potential information source for the high-cost proactive acquisition of market knowledge (cross-functionality) is verified for a distinct function in the correlation between the fuzzy front end and performance.

The research applied partial least squares structural equation modelling using SmartPLS4 to analyse data collected from the fourth round of High Performance Manufacturing Projects across 13 countries. It comprehensively presents main model tests with robustness checks addressing concerns regarding nonlinear relationships, endogeneity, and unobserved heterogeneity.

Hence, the research brings a new perspective to the relationship between market knowledge resources and organisational performance by considering the fuzzy front end and supplier development as mediators. This research also fills a gap in the literature by considering integrating market knowledge to include both customer and supplier market knowledge. Many studies do not include knowledge about stakeholders other than customers and competitors in their analysis. Remarkably, this is the first research to use a mediated moderation model to investigate the connections between cross-functionality, the fuzzy front end, and performance metrics. Furthermore, unlike previous studies that examined cross-functionality using broad indicators or referring to only one dimension, two dimensions will be examined separately in the same model.