

Effects of entrepreneurial orientation, marketing, and innovation capabilities, on market performance: the mediating effect of sustainable competitive advantage

Effects of
entrepreneurial
orientation

Received 20 April 2022
Revised 25 July 2022
14 September 2022
30 September 2022
Accepted 5 October 2022

Sayed Darwish Elgarhy

*Department of Tourism Studies, Higher Institute of Tourism and Hotels,
King Marriott, Alexandria, Egypt, and*

Mohamed Abou-Shouk

*College of Arts, Humanities, and Social Sciences, University of Sharjah, Sharjah,
United Arab Emirates and Department of Tourism Studies,
Faculty of Tourism and Hotels, Fayoum University, Al Fayoum, Egypt*

Abstract

Purpose – The purpose of this study is to examine the direct/indirect effects of sustainable competitive advantage (SCA) antecedents (entrepreneurial orientation, marketing capability, innovation capability and marketing innovation) on market performance (MP) in travel agencies.

Design/methodology/approach – A survey was used for data collection randomly from 315 managers in travel agencies and structural equation modelling was used for testing research hypotheses.

Findings – The findings of this study showed that SCA is a partial mediator between SCA antecedents and MP. SCA antecedents significantly improve the prediction of travel agencies' MP.

Practical implications – This study offers useful insights to managers, services providers and marketers of travel services who seek to achieve competitive positions and strengthen their marketing and innovation capabilities to support their survival in the travel supply chain in an accelerated technological changeable travel and tourism market.

Originality/value – The literature review lacks an integrated model that investigates the effect of SCA and its antecedents on MP. The introduced research model provides a deep insight into the mediating role of SCA in improving business performance.

Keywords Entrepreneurial orientation, Marketing capability, Innovation capability, Competitive advantage, Market performance, Travel agencies, Egypt

Paper type Research paper



1. Introduction

Changes in technology and the travel market's fierce competition have pushed travel agencies to achieve sustainable competitive advantage (SCA) to improve their market performance (MP) (Abou-Shouk *et al.*, 2021a). Lee and Yoo (2021) defined SCA as the business's capability to meet customer expectations better than their rivals. Widyanti and Mahfudz (2020) revealed that entrepreneurial orientation (EO) is one of the SCA