Abstract

The impact online social networks are having nowadays as a marketing tool in the performance of companies is yet to be made clear. Such an impact is being looked into in this paper on the basis of Spanish companies’ data. Structural equations being applied to a multi-group are the channel through which an attempt is being made to find out whether an intensive use of these networks in the marketing field shall somehow restrain the relationship between dynamic capabilities, market orientation and entrepreneurial orientation, and what is the impact these networks are having on the latter. Survey outcomes show that this intensity somehow makes the relationship between market orientation and performance and entrepreneurial orientation smoother. A strong and determined marketing strategy in social networks could strengthen up these relationships thus enhancing their performance.

Keywords

Digital social networks, market orientation, entrepreneurial orientation, business performance.