Companies, in a turbulent environment, must search for actions for increasing competitiveness. This work aims at analyzing if a proactive marketing orientation, along with cooperation and use of information and communication technologies (ICTs) contributes to new product and service development and launch. Keeping this goal in mind, we have studied a sample of Spanish firms representing services sector. This sample has been classified according to their knowledge use. The results have shown how a proactive business culture oriented to market have several implications on the degree of cooperation, use of technologies and innovation activity.

Keywords

Proactive market orientation, information and communication technologies (ICTs); cooperation, product innovation.