



Digital Marketing and Digital Capabilities

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Message from the Guest Editor

The changing business ecosystem and the major transformations that organizations are experiencing today have a common denominator—digital transformation. The relevance of the phenomenon is well depicted by the so called “big data challenge”, where digital capabilities, marketing practices, and IT architectures have to be redefined so as to properly extract value. The implications for organizations of both digital transformation and digital capabilities are enormous, and require the development of proper dynamic marketing capabilities for making and managing real-time data. Past literature on marketing capabilities have evolved from static and internally-driven approaches, to more dynamic, open, and outside-in approaches rooted in the theory of dynamic capabilities, seeking the development of marketing capabilities able to respond to a fast-changing environment. The objective of this SI is to analyze how companies are adopting digital technology and marketing capabilities to gain more insight into the factors concerned with the sustainability of business models and actions on the internet.





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