

# ANALYSIS OF MARKETING CAPABILITY AND MARKET AMBIDEXTROUS ON PRODUCT INNOVATION RESULTS: INTEGRATION OF DYNAMICS BETWEEN INTERNAL AND EXTERNAL APPROACHES

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## Abstract

The dynamic integration between internal and external approaches plays an important role in improving a company's marketing capabilities in producing successful product innovations. In this context, strategies and best practices such as in-depth market research, cross-functional collaboration, use of technology and data analytics, formation of strategic partnerships, and a strong innovation culture are key. In-depth market research helps companies understand customer needs and preferences as well as emerging market trends, while cross-functional collaboration allows them to maximize internal knowledge and expertise. The use of technology and data analytics helps companies collect and analyze market data more effectively, while the formation of strategic partnerships allows them to access additional resources and knowledge. Finally, a strong innovation culture is an important foundation for creating an environment that supports sustainable product innovation. By implementing these strategies, companies can improve their ability to produce relevant and sustainable product innovations, thereby remaining competitive in an increasingly complex market.

Keywords: Dynamics Integration, Marketing Capabilities, Product Innovation

## Introduction

Analysis of Marketing Expertise and Market Ambidextrousness of Product Innovation Results is a very relevant concept in the context of modern business. This includes the strategies and approaches used by industry to dominate markets, exploit opportunities, and create successful product innovations. In a business landscape that continues to change rapidly, mastering market dynamics and having the ability to adapt efficiently is the key to survival and growth. The dynamic integration between internal and external approaches is a holistic approach that emphasizes the importance of combining internal knowledge about the industry with a description of external factors that influence the market.

First, let's review the concept of Marketing Skills. Marketing expertise is the expertise, knowledge and energy resources possessed by an industry to design, carry out and evaluate marketing activities with the aim of achieving its business goals. This involves an in-depth understanding of customer needs and wants, and

the ability to recognize and exploit market opportunities. Marketing expertise analysis involves in-depth assessment of various marketing aspects such as market segmentation, targeting, product differentiation, brand positioning, and distribution channels.

On the other hand, Market Ambidextrous is a concept that refers to the ability of an industry to simultaneously exploit existing markets (exploitation) and experiment with new markets (exploration). This creates a balance between strengthening existing products and services to maintain existing market share, while always being open to innovation and new opportunities. In the context of ambidextrous markets, industries must be able to operate in two different modes: utilization mode, where the focus is on operational efficiency and optimizing existing products, and exploration mode, where the focus is on experimentation and innovation to generate new value.

Dynamic integration between internal and external approaches refers to the meaning of combining internal knowledge and data about the industry with descriptions of external factors that influence the market. An internal approach includes an assessment of the industry's internal expertise, such as human resources, technology, and existing management systems. Meanwhile, the external approach involves analysis of market trends, consumer attitudes, industry competition, and other area factors that can influence marketing strategies and product innovation.

In putting this concept into practice, companies must conduct an in-depth analysis of their marketing capabilities, including internal strengths and weaknesses, and external opportunities and threats. This can be done through various methods, including SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and Porter's Five Forces analysis to master the competitive forces in the industry. Not only that, the industry also needs to master ongoing market dynamics, including consumer trends, technological growth, regulatory changes, and other factors that can influence market demand.

By having a comprehensive description of internal marketing skills as well as external market dynamics, industry can identify promising product innovation opportunities. This can involve developing new products, revising existing products, or product differentiation to meet customer needs and wants better than competitors. Not only that, by mastering market ambidextrousness, industries can adopt a balanced approach between exploiting existing markets and exploring new opportunities to expand market share and generate long-term development.

However, it is important to remember that implementing Marketing Skill Analysis and Market Ambidextrousness is not easy. This requires commitment from all levels of the organization, investment in human resources and the right technology, and an industry culture that supports innovation and experimentation. Not only that, the industry must also be prepared to experience the risks and uncertainties associated with exploring new markets and developing innovative products.

In conclusion, Marketing Expertise Analysis and Market Ambidextrousness are important approaches in mastering market dynamics and creating successful product innovations. By integrating internal and external approaches, industry can recognize promising market opportunities and improve efficient marketing and innovation strategies. However, to successfully implement this concept, industries must have an in-depth understanding of their internal strengths and weaknesses, and the external market dynamics that impact their industry.

### **Method**

Qualitative research methods can be used to explore in-depth descriptions of Marketing Expertise and Market Ambidextrous Analysis of Product Innovation Results with a focus on integrating dynamics between internal and external approaches. Library research will be the first step, by searching for the latest and most relevant literature on this topic. The relevant population for this research may include marketing managers, product managers, and senior executives from various industries who have experience in managing product innovation and marketing strategies. In selecting examples, a purposive sampling approach can be used to select respondents who have relevant knowledge and experience in the context of Marketing Skills and Market Ambidextrous Analysis. Information gathering methods that can be used include in-depth interviews, focus group dialogues, and document analysis.

In-depth interviews will allow researchers to gain direct knowledge from practitioners regarding the challenges, strategies, and best applications in integrating internal and external dynamics in the development of product innovation. Focus group dialogue can be used to explore different thoughts and obtain a broader explanation of the topic. Document analysis will also be an important component of this research, by reviewing marketing strategies, financial reports, and other documents to understand how companies manage their marketing capabilities and respond to external market dynamics. By using this qualitative approach, research can create an in-depth explanation of how integration between internal and external approaches influences product innovation results in the context of Marketing Expertise and Market Ambidextrous Analysis.

### **Results and Discussion**

Analysis of Marketing Capabilities and Market Ambidextrousness on Product Innovation Results is an important concept in the context of modern business. The dynamic integration between internal and external approaches plays a key role in influencing a company's marketing capabilities in producing successful product innovations. In this discussion, we will present the results of the three key aspects discussed previously: strategies and best practices in integrating internal marketing capabilities with external market dynamics to create an environment that

supports sustainable product innovation. These results will be presented in table form, followed by a discussion of the table contents and discussion.

Aspect	Best Strategies and Aspects
Market Research	<ul style="list-style-type: none"> <li>- Conduct in-depth market research to understand customer needs and preferences as well as emerging market trends.</li> <li>- Involve various departments and functions within the company in the market research process to ensure all aspects of external market dynamics are considered.</li> </ul>
Cross-Functional Collaboration	<ul style="list-style-type: none"> <li>- Form cross-functional teams consisting of members of various departments to share information, exchange ideas, and solve problems together.</li> <li>- Adopt the principles of collaboration and open communication between various departments to minimize communication barriers and speed up decision making.</li> </ul>
Technology and Data Analytics	<ul style="list-style-type: none"> <li>- Use technology and data analytics to collect, analyze and utilize market data more effectively.</li> <li>- Involve IT and data analytics teams in the use of this technology, and ensure all departments and functions have access to relevant data.</li> </ul>
Formation of Strategic Partnerships	<ul style="list-style-type: none"> <li>- Build strategic partnerships with suppliers, business partners, educational and research institutions, and other organizations to access additional resources and knowledge.</li> <li>- Choose the right partnership that is in line with the company's goals and values and provides added value to the company.</li> </ul>
Innovation Culture	<ul style="list-style-type: none"> <li>- Build a strong culture of innovation that encourages employees to think outside the box, take measured risks, and learn from failure.</li> <li>- Involve senior management in establishing this innovation culture, and ensure that all employees feel supported and motivated to participate in the innovation process.</li> </ul>

The results of the discussion above show that the dynamic integration between internal and external approaches can be strengthened through a number of strategies and best practices. Firstly, in-depth market research plays a key role in

understanding customer needs and preferences as well as emerging market trends. Cross-functional collaboration allows companies to maximize their internal knowledge and expertise while minimizing communication barriers and speeding decision making. The use of technology and data analytics helps companies collect and analyze market data more effectively, while the formation of strategic partnerships allows them to access additional resources and knowledge. Finally, a strong innovation culture is an important foundation for creating an environment that supports continued product innovation.

By implementing these strategies and best practices, companies can strengthen the dynamic integration between their internal and external approaches, and improve their ability to deliver successful product innovations. This will help companies to remain competitive in an increasingly complex and changing market, as well as create added value for their customers and shareholders.

### **Dynamic integration between internal and external approaches**

The dynamic integration between internal and external approaches plays a key role in influencing industrial marketing skills in creating successful product innovations. The internal approach covers all aspects related to energy sources, expertise and internal industry processes, whereas the external approach covers all aspects that come from outside the industry, such as market trends, consumer attitudes and industry competition. Efficient integration between these two approaches allows companies to master their internal strengths and weaknesses, while remaining sensitive to changes and opportunities in their external areas. In the context of product innovation, the dynamic integration between internal and external approaches has a significant impact on industry marketing capabilities, helping them to identify, develop and market new products that match customer needs and desires.

The internal approach involves an in-depth assessment of the industry's internal expertise and energy sources. This includes an evaluation of employee skills, management systems, technological infrastructure, and other legacy of the industry. In the context of product innovation, internal expertise such as research and development (R&D), product design and manufacturing processes are key. The dynamic integration between internal and external approaches allows industries to use their internal strengths to produce products that suit market needs and have the potential to create significant differentiation among competitors. For example, companies with strong R&D teams can use their internal knowledge and expertise to create innovative products that meet customer needs in ways never before thought of.

However, although having strong internal expertise is a valuable legacy, the industry must also take into account external factors that influence the market. The external approach relates to descriptions of market trends, consumer attitudes, industry competition, and other area factors that can influence marketing strategies

and product innovation. In the context of product innovation, this means mastering customer needs and preferences, and growing industry trends. The dynamic integration between internal and external approaches allows the industry to use this external knowledge to guide the development of relevant and market-oriented products. For example, companies can use consumer analytics information to identify rising market trends, and then focus their R&D teams on developing products that capitalize on those trends.

One of the main benefits of dynamic integration between internal and external approaches is the industry's ability to adapt quickly to changing environments. In a business world that is changing rapidly, the industry must be able to respond quickly to changes in market trends, technological growth and changes in regulations. Efficient integration between internal and external approaches allows companies to recognize these changes quickly, and adapt their marketing and product development strategies to new market conditions. For example, companies can use customer feedback mechanisms to continuously improve and improve their products to suit changing customer preferences.

Not only that, the dynamic integration between internal and external approaches also helps reduce risk and uncertainty in product development. By using internal industry knowledge and expertise, and external knowledge of the market, the industry can make more informed decisions about R&D investments and new product launches. This helps reduce the risk of product failure and allows companies to allocate their energy resources more effectively. For example, a company can conduct market trials or consumer research before launching a new product widely, to ensure that there is sufficient demand and that the product meets customer expectations.

However, although the dynamic integration between internal and external approaches has many benefits, there are also challenges associated with its implementation. One of the main challenges is coordination between the various departments and ministries in the industry. Efficient integration requires strong collaboration between the R&D team, marketing team, and other business units to ensure that product development is in line with market needs and industry strategic goals. Not only that, industry must also be able to overcome internal resistance to change and develop a culture of innovation that supports experimentation and education. This can involve training employees, incentivizing innovation, and producing a creative and collaborative work environment.

In conclusion, the dynamic integration between internal and external approaches plays a key role in influencing industrial marketing skills in creating successful product innovations. By combining the industry's internal strengths with external knowledge of the market, the industry can develop relevant, market-oriented products and adapt quickly to changing areas. While there are challenges associated with implementing this integration, its long-term benefits for overall marketing strategy and industry innovation clearly make it a worthwhile investment.

**Internal and external factors influencing ambidextrous market**

There are various internal and external aspects that influence market ambidextrousness, namely the ability of an industry to simultaneously exploit existing markets and experiment with new markets. Internal aspects include industrial culture, organizational structure, human energy sources, management systems and internal policies, while external aspects include market trends, technology, regulatory changes and the dynamics of industrial competition. An industry culture that supports innovation and experimentation is very important to produce an environment that supports market ambidextrousness. Industries need to have a culture that encourages employees to think creatively, take measured risks, and learn from failure. A flexible organizational structure is also needed to facilitate cooperation between various functions and ministries in the industry, allowing for the transfer of knowledge and efficient coordination between use and exploration. Not only that, high quality human resources who are knowledgeable about markets and technology are very important to help the industry recognize new opportunities and develop relevant product innovations. Industries also need to have an adaptive and responsive management system, which allows them to quickly respond to market changes and change their strategies according to needs. On the other hand, external aspects such as technological growth, regulatory changes, and industry competition can influence market ambidextrousness by generating new opportunities or changing the competitive landscape. Industries need to closely monitor market trends and recognize new opportunities as they emerge, and understand how regulatory or technological changes can impact their innovation strategies. By maximizing these internal and external factors, industries can improve their skills to operate in two different modes and produce better product innovation results.

To maximize these two aspects, the industry can adopt some of the best strategies and applications. First, the industry needs to build a strong culture of innovation that encourages employees to think outside the box, take measured risks, and learn from failure. This can be achieved through employee training, rewarding innovation, and creating a work environment that supports experimentation and creativity. Next, the industry needs to develop a flexible and open organizational structure, which allows efficient cooperation between the various functions and ministries within the industry. This can be done through the creation of cross-functional teams and the use of collaborative technologies that facilitate the exchange of ideas and knowledge. Not only that, the industry needs to invest in human resources that are high quality and knowledgeable about markets and technology. This can include recruiting the best talent, providing ongoing training to employees, and building partnerships with learning and research institutions to access further knowledge and skills. Industries also need to have an adaptive and responsive management system, which allows them to quickly respond to market

changes and change their strategies according to needs. It involves the use of analytical technology and real-time market monitoring to understand market trends and identify new opportunities. Not only that, industries need to strengthen partnerships with suppliers, strategic partners and customers to expand their networks and access additional resources that support product innovation. By adopting these best strategies and applications, companies can leverage their capabilities to maximize both internal and external aspects of the ambidextrous market, which in turn will increase their product innovation output.

However, there are several challenges associated with maximizing these two aspects. One is internal resistance to change, which can limit industry efforts to adopt a culture of innovation and promote flexible organizational structures. Industries may also experience obstacles in allocating sufficient energy resources to support product innovation, especially if they are trapped in a mindset that prioritizes operational efficiency over innovation. Not only that, industries may experience challenges in identifying innovation opportunities that match market needs and understanding how external changes can influence their innovation strategies. By overcoming these challenges and adopting the best strategies and applications to maximize both internal and external aspects of the ambidextrous market, industries can increase their product innovation output and achieve lasting competitive advantage.

### **Strategies and best practices in integrating internal marketing capabilities with external market dynamics**

Strategies and best practices in integrating internal marketing capabilities with external market dynamics are critical to creating an environment that supports sustainable product innovation. Effective integration between internal marketing capabilities and external market dynamics allows companies to produce product innovations that are relevant, market-oriented and better meet customer needs. Some strategies and best practices that can be implemented in this context include the use of in-depth market research, cross-functional collaboration, use of technology and data analytics, formation of strategic partnerships, and a strong culture of innovation.

First, the use of in-depth market research is a key strategy in integrating internal marketing capabilities with external market dynamics. In-depth market research allows companies to better understand customer needs, preferences and behavior, as well as identify emerging market trends. This allows companies to produce relevant products and better meet market needs. In-depth market research can be conducted through a variety of methods, including surveys, interviews, observation, and data analysis. It is important to involve multiple departments and functions in this market research process, including marketing teams, product research and development, and operational management, to ensure that all aspects of external market dynamics are considered in decision making.

Furthermore, cross-functional collaboration is an important practice in integrating internal marketing capabilities with external market dynamics. Cross-functional collaboration allows various departments and functions within a company to work together to produce successful product innovations. This involves the use of cross-functional teams consisting of members from various departments, including marketing, product research and development, manufacturing, and operational management. These cross-functional teams can meet regularly to share information, exchange ideas, and solve problems together, ensuring that all aspects of external market dynamics are considered in product development. Cross-functional collaboration also allows companies to make faster decisions and be more responsive to market changes, while minimizing risk and uncertainty in product development.

In addition, the use of technology and data analytics is a very important strategy in integrating internal marketing capabilities with external market dynamics. Technology and data analytics enable companies to collect, analyze and utilize market data more effectively, as well as identify new innovation opportunities. This involves the use of a variety of tools and technologies, including data analytics software, market analytics platforms, and consumer tracking technology. It is important to involve IT and data analytics teams in the use of this technology, as well as ensure that all departments and functions within the company have access to relevant data and information. By using technology and data analytics in the right way, companies can optimize marketing decisions and produce better product innovations.

Furthermore, the formation of strategic partnerships is a very important practice in integrating internal marketing capabilities with external market dynamics. Strategic partnerships enable companies to access additional resources, knowledge, and skills necessary to deliver successful product innovations. This involves forming partnerships with suppliers, business partners, educational and research institutions, and other organizations that can add value to the company. It is important to choose the right partnerships and ensure that the company's goals and values are aligned with those of the partnership. By using strategic partnerships in the right way, companies can expand their networks, access additional resources, and create an environment that supports continued product innovation.

Finally, a strong innovation culture is a very important strategy in integrating internal marketing capabilities with external market dynamics. A strong culture of innovation allows companies to create an environment that supports experimentation, creativity, and learning, and encourages employees to think outside the box and create new solutions. This involves establishing a culture that encourages taking measured risks, learning from failure, and sharing ideas and knowledge. It is important to involve senior management in establishing this culture of innovation, as well as ensuring that all employees feel supported and motivated

to participate in the innovation process. By using a strong innovation culture, companies can create an environment that supports sustainable product innovation.

By adopting these strategies and best practices, companies can more effectively integrate internal marketing capabilities with external market dynamics, and create an environment that supports continued product innovation. This enables companies to produce product innovations that are relevant, market-oriented and better meet customer needs, as well as maintain a competitive advantage in an increasingly competitive and changing marketplace.

## Conclusion

In conclusion, the dynamic integration between internal and external approaches plays a key role in influencing a company's marketing capabilities in producing successful product innovations. Strategies and best practices such as in-depth market research, cross-functional collaboration, use of technology and data analytics, formation of strategic partnerships, and a strong culture of innovation help strengthen this integration. By implementing these strategies, companies can maximize their potential in identifying market opportunities, understanding customer needs, and producing relevant and sustainable product innovations. This will help companies to remain competitive and adapt to rapid environmental changes, as well as create added value for all their stakeholders.

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