

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Wednesday, 11<sup>th</sup> July 2018**  
at **2 p.m.** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

Author:

**Jose Benitez, Rennes School of Business, France**

will present the article:

**“Social Media Capability and New Product Development Performance: An Empirical Investigation”**

“Failures in new product development (NPD) can be attributed to failures in matching products to customers’ needs. Social media users can interact with the firm giving feedback that can help to create products that better match customers’ needs. This study conceptualizes social media capability as the firm’s proficiency in leveraging internal and external social media to support NPD activities, and it examines its role in NPD performance. Drawing upon the IT-enabled organizational capabilities perspective, we propose a research model that posits an indirect role of social media capability in NPD performance through the mediating role of dynamic capabilities (market orientation, coordination capability, absorptive capacity, collective mind, and business flexibility). The research model was tested using partial least squares path modeling on a sample of 151 large firms in Spain. We find that social media capability improves NPD performance by helping firms to develop a portfolio of dynamic capabilities. This study theoretically develops and empirically captures the social media capability construct, contributing to the IT strategy and the business value of IT literatures by demonstrating the indirect role of social media capability in NPD performance through dynamic capabilities.”

**Keywords:** Social media capability; dynamic capabilities; new product development performance; business value of IT.

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Tuesday, 10<sup>th</sup> July 2018.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**