

Advancing Stakeholder Marketing Through Resource-Based Theory

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Abstract The creation and exchange of value offerings for different stakeholders has become a central component of marketing. Despite the increasing adoption of the stakeholder view among marketing academics, stakeholder marketing is still in its infancy. By applying resource-based theory (RBT) to stakeholder marketing, the paper provides a theoretical foundation to encourage further research in this stream. Because any stakeholder group or relationship can serve as a strategic resource for the firm, RBT is particularly relevant to stakeholder marketing. A critical review leads to a set of research questions aligned with five major themes for future research integrating RBT and stakeholder marketing.

Keywords Stakeholder Marketing • Resource-Based Theory • RBT • Strategic Resources

References

References Available upon Request

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