# Article information:

Investigating the revised international marketing strategies during COVID-19 based on resources and capabilities of the firms: A mixed method approach - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S0148296323000206>

# Article summary:

1. The COVID-19 pandemic has disrupted international marketing strategies, leading firms to re-evaluate their existing business models and adopt digital platforms to maintain customer contact.

2. This study utilized resource orchestration theory to identify revised international marketing strategies in communication during the pandemic by leveraging the firm's resources and capabilities.

3. The study proposes a conceptual model with six variables for international marketing managers to restructure resources within their organizations, build new capabilities, and leverage them for competitive advantage during COVID-19.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Investigating the revised international marketing strategies during COVID-19 based on resources and capabilities of the firms: A mixed method approach" aims to identify the revised international marketing strategies in communication during the COVID-19 pandemic by utilizing the firm's resources and capabilities. The study conducted in-depth interviews and a questionnaire survey with key stakeholders of retail organizations which changed their digital marketing strategies during COVID-19.

The article provides a comprehensive review of literature on resource orchestration theory, strategic agility, human resource management, leadership differences, and human resource management during the pandemic of COVID-19. However, it lacks a critical analysis of these theories and their limitations. The article also fails to provide evidence for some of its claims, such as "the need for businesses to close their doors to the public and workers." This claim is not supported by any data or research.

The article also has potential biases in its sample selection. The study collected data from 587 respondents from different parts of the world through resource orchestration theory. However, it is unclear how representative this sample is of all retail organizations globally. Additionally, the study only focuses on retail organizations that changed their digital marketing strategies during COVID-19, which may not be representative of all industries.

Furthermore, the article lacks exploration of counterarguments or alternative perspectives. For example, while it suggests that businesses should restructure their resources to develop new capabilities and leverage them during COVID-19, it does not consider potential risks or challenges associated with this approach.

Overall, while the article provides valuable insights into revised international marketing strategies during COVID-19 based on resources and capabilities of firms, it has potential biases in its sample selection and lacks critical analysis of some theories and evidence for some claims made. It would benefit from exploring alternative perspectives and considering potential risks associated with its proposed approach.

# Topics for further research:

* Limitations of resource orchestration theory in marketing strategies during COVID-19
* Challenges of restructuring resources and developing new capabilities during pandemic
* Alternative perspectives on international marketing strategies during COVID-19
* Impact of COVID-19 on human resource management in retail organizations
* Differences in leadership approaches during pandemic in global retail industry
* Risks associated with changing digital marketing strategies during COVID-19

# Report location:

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