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Success Driver for Product Innovation**

Theoretical Framework and Empirical Research

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# **Abstract**

## **CKM-Embedded Innovation Marketing as Success Driver for Product Innovation: Theoretical Framework and Empirical Research**

**By Hongqing Sun**

With the increasing customer competence, the role of customers is changing from pure passive adopters of consuming products or services to coequal partners in the process of adding value as co-designers. Therefore, one important approach that has emerged in the last decades on “how to innovate” more successfully is to integrate customers earlier and more deeply into the innovation processes.

Recent studies conducted in the domains of CRM and knowledge management (KM) have proposed and proved that these two approaches can have great synergies, which lead to customer knowledge management (CKM) as an integrated management approach and competence that can exploit and use customer knowledge (CK) systematically and dynamically to enhance the business performance.

This study confirms this idea by conceptualizing the term of CKM and identifying key elements of customer knowledge management competence (CKMC). Furthermore, this study develops a CKM-embedded innovation marketing framework as well as a theoretical model based on Structure Equation Modeling (SEM) analysis with empirical data to explore how CKMC impacts on new product advantage, Intensity of customer interaction, customer relationship quality and knowledge exchange quality in customer-integrated innovation, in order to manifest CKM-embedded innovation marketing is a success driver for product innovation.