
Product development competencies, dynamic capabilities, technological flexibility and product superiority: a study of Indonesian software developers

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Abstract

Software developers are not enough to simply possess certain quality and unique resources and capabilities. Given the multitude of uncertainty, software developers must continually cope with extremely rapid changes that demand an innovative technological and managerial response. This paper investigates how the presence of ability to continuously improve, innovate, and reconfigure existing resources in new product development activities and technological flexibility affect the firm's product superiority. The paper employs structural equation modeling for analyses (n=45) gathered through a survey that was conducted among Indonesian software developers. The results indicate that dynamic capabilities and technological flexibility are strong influencers toward the firm's product superiority.
