ABSTRACT

The main purpose of this thesis was to establish the relationships amongst market orientation, Web 2.0 technologies adoption, organizational learning, innovativeness and organizational performance. One of the main reasons to study these relationships is related to the interest that Web 2.0 have awoke in the academic word due to the positive results that firms have reported due to its adoption, namely: communication improvement, knowledge management, organizational learning and collaboration.

On the other hand, the literature and the empirical studies about the effect of Web 2.0 technologies and their effects are still limited. The results of the present work contribute the understanding of the important contribution of these technologies on different organizational competences.

To elaborate the study, first a literature review of the main theories from economics and management sciences, divided in dynamic and static focus to achieve and sustain competitive advantage was conducted. Based on the review and taking into consideration the variables of the study the Competence Based view of the Firm was chosen, which is considered a dynamic, systemic, holistic and cognitive view of competitive advantage.

Afterwards a literature review of the studied variables was conducted, in which the theoretical relationships amongst them was established. The model and the hypotheses were formulated.

To prove the model and the formulated hypotheses, an empirical work was conducted using Data from 244 firms of the Spanish Hospitality sector. A structural modeling technique was used to analyze the information. The results proved the model and the formulated hypotheses.

Finally, several conclusions were drawn of each of the components of the thesis, various limitations were acknowledged and future lines of research were suggested.

Key Words: Web 2.0 Technologies Adoption, Market Orientation, Organizational Learning and Innovativeness