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ORIGINAL ARTICLE

# NETWORK MINING FOR MARKETING INNOVATION: EVIDENCE FROM TOURISM COMMUNITY ENTERPRISES

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## Abstract

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This paper contributes to innovation management and tourism literature by explicating the drawing out of marketing innovation from networks embedding tourism microenterprises. The innovation is vital for commercialising products new to the enterprises, which network into community enterprises for leveraging network sources of innovation. Findings from quantitative analyses of data of Thai tourism community enterprises point to significant positive effects of

networks on the innovation. Their impacts, notably those of national-level social networks, are proved stronger than those of conventional knowledge components such as R&D. For managerial implication, the expansion of enterprises' arrays of social networks increases chances for taking out the embedded innovation opportunities.

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