Chapter 8
Managerial Implications
Managerial Implications:

The study would help the managers to identify relevant Capabilities and Resources. The study attempted to contribute by suggesting the relative merits in nurturing or liquidating firm specific assets/resources and capabilities that may prove useful to adapt to environmental turbulence and seizing the external opportunities by deploying at the right time.

The research also suggest that Financial and Human resources and operational Slack should be maintained at appropriate level not only as buffer for environmental consequences but beyond that optimum point firm should deploy those resources for seizing those opportunities evolve from external environment. Any amount of Customer Relationship Slack (CRS) may not affect firm performance.

Limitations and Future Research direction:

- The study conducted in Indian context that needs to be investigated in a Developed economy and revalidated with other Emerging economies such as China and Brazil.

- The research can be investigated longitudinally on how different level of Adaptive Capability and different level of Slack at different time period contributed to firm Performance.
• The research could use Product Innovation as dependent variable instead of firm performance and explore the role of Slack as mediator between adaptive Capability and Product Innovation.

• The future research could include more items to organizational slack and Product Market Complexity (PMC) and Environmental Dynamism to make the research more robust.