



MARKET-SENSING CAPABILITY IDENTIFYING DIGITAL BANKING CREATED

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A B S T R A C T

Market-sensing capability is effective in influencing Digital Banking performance. This theme has recently attracted the attention of marketing strategic academics, but it lacks guidance for researchers to navigate the dense, complex literature. Hence, this paper aims to provide a theoretically based review of dimensions of market sensing capability. The systematic quantitative literature review method is applied to select and analyze 18 relevant papers published in the period from 2002 to 2021. In doing so, this review market sensing capability related concepts such as behavioral. Moreover, a general framework of market sensing capability is developed to explain how size and type of industry. This paper suggests different ways to apply dimension of market-sensing capability in Digital Banking.

Keywords: *Digital Banking; Market-Sensing Capability*