

Technology Orientation and its Impact on Consumer Brand Equity with Mediating Effect of Innovation and Moderating Effect of Technological Readiness: With Reference to Modern Trade Industry in Colombo, Sri Lanka

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Technology Orientation is a famous concept being practiced by firms to enhance organizational performance, globally. This concept is particularly famous within the modern trade industry. In developed countries like USA, virtually dominant Amazon is competing against physically dominant Walmart using technologies that generates advance data analytics to harness firm performance. However, in Sri Lanka, we are yet to see modern trade organizations using technology orientation, with focus on technologies like advance analytics. The purpose of this investigation will be to discover the reason for not using advance business analytics and associated technologies within the modern trade industry in Colombo, Sri Lanka. This research uses a deductive methodology and reviews literature from the past 25 years. Researcher finds that elements of Technology Orientation like Technological Capability, Managerial Capability, Commitment to Change and Commitment to Learn can potentially impact Consumer Brand Equity through literature review. In addition author believes that elements of innovation such as Innovative Outcomes, Innovative Processes and Innovative Mindsets can mediate the relationship between technology orientation and consumer brand equity while technological readiness can also moderate the possible relationship between Technology Orientation and its impact on Consumer Brand Equity. This proposed model is recommended to test within the modern trade industry within Colombo, Sri Lanka while collecting the data from outlet managers of modern trade organizations. Outcome of this research will help firms formulate there business strategies more meaningfully using advance technologies to harness the strength of Consumer Brand Equity.

Keywords: *Consumer brand equity, Innovation, Technology orientation, Technological readiness*

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