

# Market orientation in the international context - antecedents, consequences and applicability

Lappeenranta teknillinen korkeakoulu - The Antecedents and Consequences of Customer

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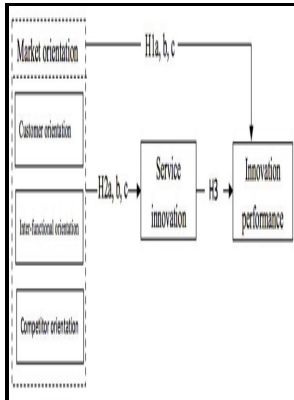
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## The antecedents and consequences of customer

Interdepartmental connectedness is another variable of interdepartmental dynamism which is a key antecedent to market orientation.

## Market orientation and corporate social responsibility: towards an integrated conceptual framework

The second is the leadership style.

## Market orientation and corporate social responsibility: towards an integrated conceptual framework

Treacy and Wiersema 1997 have suggested that firms have operational excellence, technology excellence, or a customer intimacy focus. Firms have invested heavily in technology to reduce the costs of customer service in banking, telecommunication, and airline industries.

## The antecedents and consequences of customer

Formalisation is postulated to impede innovation and timely responses to changing market needs, which are at the core of market orientation Kohli and Jaworski ; Jaworski and Kohli. We would expect to find greater investment in fixed marketing infrastructure, especially in customer-side assets.

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