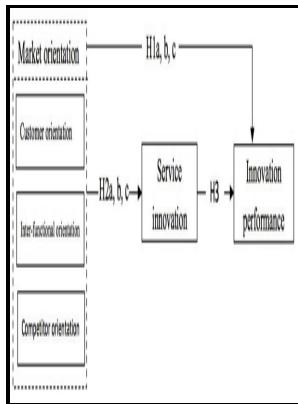


Market orientation in the international context - antecedents, consequences and applicability

Lappeenrannan teknillinen korkeakoulu - The Antecedents and Consequences of Customer

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International trade.

Export marketing -- Finland.

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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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