



# The Descriptive Effect of Market Orientation Practice on Export Performance: The Mediating Role of New Product Development Capability: in Oromia Regional State West Guji Zone Coffee Trading and Factory PLC Enterprise, Ethiopia

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**Abstract** – The aim of this study that titled the descriptive statistics of Market Orientation practice on Export Performance the Mediating role of new product development practice with Positive effect of export performance provides firms with opportunity to grow and enhance the dynamism in the new product development. In this study, two main strategies that are refer to Market Orientation and new product development is investigated and determines the Export Performance. This study focused in Coffee trading and Factory PLC Ethiopia. The findings showed that the Descriptive effect of Market Orientation on Export Performance the Mediating role of New Product Development Capability. However, the market orientation is much stronger in influence the export performance that affect Market orientation through new product development on Export performance, it designed with Descriptive Statistics to distribute for 384 respondents, and the questionnaires to be distributed from Primary and Secondary Cooperative Union, Coffee supplier, Coffee Collector, Employee of PLC. Hence, this study basically increased the knowledge regarding of the factors that affect the Export Performance, especially in Oromia Regional state West Guji zone Coffee trading and Factory PLC, Ethiopia.

**Keywords:** Market Orientation Export Performance and New Product Development Capability.

## 1. INTRODUCTION

Haroon R Abbu (2019), foreign business activity to contribute Export Performance is very important not only for researchers but also for managers and policy makers in general. Export performance are an effective way to enter the international market for a business instead of other options such as joint ventures or acquisitions of Commodity management practice to contribute from domestic to international market on Export performance, Gada Gizachew Wakjira (2021).

Mesfin Workineh Melese (2016), Market orientation is the most essential, effective, efficient with in organizational culture, and to creating the essential behavior to produce superior high value for buyers, so that the continuous very superior firm performance can be achieved, (Tseng et al., 2019), and Market orientation of a corporate business seek culture that can lead a company, and to improve a business firm performance, Shan et al. (2016), and a company that makes Market Orientation practice of an organizational behavior that based on external needs, internal needs for market conditions that has to be formulating strategies for the organization success, Albergaria, M., & Jabbour, C. J. C. (2019), and determining the success of the business organization, competition orientation, Customer Orientation and inter-functional Orientation to be investigated, (Usvita, M. 2020),



(vario Zanani, 2019), New product development Capability is the essential for the creation of new product idea, that has to satisfy the need of industrial customers, and it has to be differentiate trading and company among competition, Shah, S. Z. A., & Ahmad, M. (2019), and it has to be specific character in case of business industrial sector, and it has to taking into account the level of new product development capabilities, and possibilities of close cooperation with final client, and the traditional sequentially of executed of the new product development Capability, (Cake et al., 2020).

Gada Gizachew Wakjira (2022), Coffee trading and Factory PLC. it is a crucial role to improving the International business economy, (Susana & Andarwati, 2021), and PLC to be contributed up to 40% to the (GDP), and have been creating new product seek opportunity, and PLC had the resilience in driving the economy even in extreme business conditions, (Sinuraya, 2020), and Organizational performance is a company's ability to adapt to changed Organizational environment, and develop a good organizational business strategy that complements management's ability to create harmony launch new product between social of surrounding external PLC, and internal company Coffee PLC, (Zainudin & Sugiono, 2019).

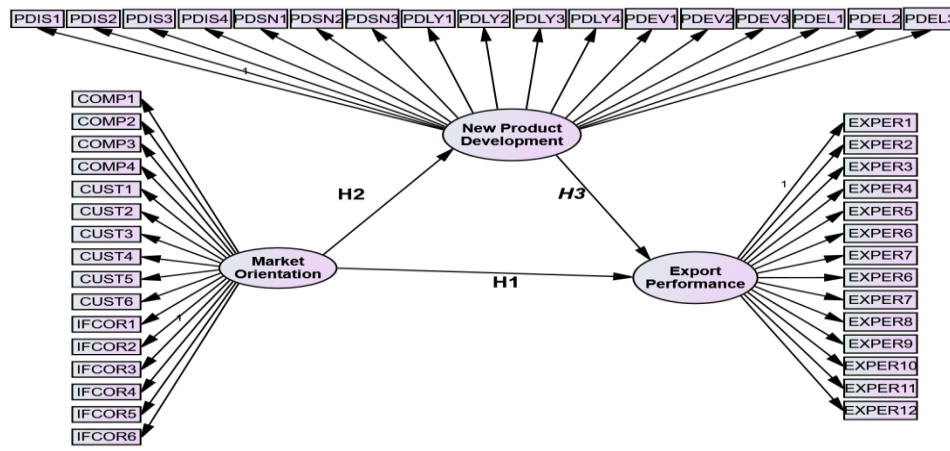
Shah, S. Z. A., & Ahmad, M. (2019), The problem that has being trapped, by reactive the Market Orientation is higher in developing countries, were as Ethiopian Coffee Trading and Factory PLC manufacturing area that belong, for reasons that organization in Ethiopia has a lower understanding of Market Orientation practices, lack of Competitor Orientation lack of Customer Orientation, Lack of Inter- functional Coordination access to raw materials, lack of market access, stiff competition from foreign competitors, and lack of technological market capabilities even to predict in the future market trends, to let alone to devise proactive marketing strategies, Gada Gizachew Wakjira (2022), to create new product development practice dimension to solve the problem of product discovery, product design, product deploy, product development and product delivery in Coffee trading and factory PLC activities are low contribution do deliver the output of Export performance of PLC enterprise. Thus, in addition to the gap in managerial practices, there is also a, Historical literature gap, theoretical gap, Evidence gap, Empirical gap and Methodological gap, data analyses gap to be view in multiple linear regression model, in data research investigation market orientation on firm performance the mediation role of Enterprnioure Orientation and Innovation capability in Coffee trading and Factory PLC in Ethiopia has limited, (Aschalew Degoma Beshir & Elias Shetemam, 2018).

Therefore; this study will be aimed at determining the influence of Market orientation on Export Performance, and to investigate the mediation effect of new product development practice in Oromia Regional State West Guji Zone Coffee Trading and Factory PLC Enterprise, Ethiopia.

## 2. OBJECTIVE OF INVESTIGATION

1. To identify the effect of Market Orientation practice on Export Performance.
2. To analysis the effect of New Product development on Export Performance.
3. To investigate the indirect effect of market orientation through new product development on Export Performance.

## 3. INVESTIGATION FRAMEWORK



**Fig -1:** Investigation Framework  
Source: Value of AMOS output (2023)

#### 4. INVESTIGATION APPROACH AND DESIGN

The quantitative approach to be served research in many ways and the justifications support why quantitative approach will be selected forth is research most of the empirical investigations in coffee trading and factory PLC, has to be conducted by adopting quantitative approach in their designs to determine an expected relationships which might emerge from interaction between a set of given research variables, and this approach that has to be designed Descriptive research designed that has to be developed, Market Orientation on Export Performance of coffee trading and factory PLC enterprises of Ethiopia that factor of descriptive data has designed to be analysed, the direct Effect, and Blanco-Donoso, L. (2019), direct Effect and New product development data is in the descriptive research design, and there analysed with Average Mean Standard deviation, kurtoses and Skewness. We have shown that the average mean effect, with the evidence of mediating variable of New product development of data similarity, and feelings through identification in the first-person, but not the third-person narrative voice condition to designed, Hayes, A. F. (2022), for 384 respondent to collect questionnaires to Primary and Secondary Cooperative Union, Coffee supplier, Coffee Collector, Employee of PLC to collect from Oromia Regional state West Guji Zone Coffee trading and Factory seven PLC, Namely Kercha Inshe Coffee trading PLC, Sakicha Coffee trading PLC, Guji Highland Coffee Plantation Factory PLC, Tamirat Zarihun Coffee factory PLC, Ethiopia Natural Gerba Guji Coffee factory PLC, and Kadir Abba Hawa Coffee trading and factory PLC, and data collected from 384 Respondents, and Research technique to be designed with Simple random techniques and Stratified sampling technique has to be designed in Oromia Regional state West Guji zone Coffee trading and Factory Knoster, K. C., & Goodboy, A. K. (2020).

#### 5. DESCRIPTIVE DATA EVALUATION PRACTICE

The Descriptive Statistics of Market Orientation practice on Export Performance the, Mediating role of New product development refer to antecedents (such as Market Orientation practice Customer Orientation, Competitor orientation and Inter-functional Coordination, New product Development practice dimension,

Product discovery, Product Design, Product, Deploy, product Development and Product Delivery, and Export performance.

Hence, the mean, standard deviation, skewness, and kurtosis of each descriptive tactical item are examined for irregularities are analysed (Matsuno, 2019).

## 6. DESCRIPTIVE STATISTICS OF MARKET ORIENTATION

**Table -1:** Descriptive Statistics of Market Orientation

Descriptive Statistics							
	N	Mean	Std. D	Skewness		Kurtosis	
	Sta.	Sta.	Sta.	Sta.	St.Er	Stat	Std.Er
Market Orientation	384	3.63	1.213				
Customer Orientation	384	3.69	1.234				
Commitment to serve customers' needs	384	3.70	1.073	-.965	.124	.713	.247
Customer Satisfaction and Business Objective	384	3.69	1.098	.888	.124	.410	.247
Customer needs and strategy	384	3.67	1.130	-.896	.124	.451	.247
Value Creation	384	3.79	1.098	-.888	.124	.410	.247
Measuring customer satisfaction	384	3.67	1.130	-.896	.124	.451	.247
After Sale Services	384	3.66	1.098	-.888	.124	.410	.247
Competitor Orientation	384	3.61	1.201				
Responding to competitive actions	384	3.46	1.184	-.723	.124	.154	.247
Information sharing by salespeople	384	3.62	1.182	-.729	.124	.034	.247
Competitors strengths and strategies	384	3.51	1.225	-.679	.124	-.256	.247
Competitive advantage	384	3.72	1.107	-.743	.124	.203	.247
Use the weakness of Competitor in business	384	3.78	1.122	-.583	.124	-.126	.247
To overcome competitive advantage	384	3.59	1.139	-.811	.124	.259	.247
Inter functional Coordination	384	3.59	1.203				
Functional Integration of Firm	384	3.33	1.268	-.599	.124	-.334	.247
Departments' Responsive	384	3.49	1.178	-.652	.124	-.075	.247
Customer visit	384	3.58	1.274	-.580	.124	-.360	.247
Share information about customer	384	3.89	1.207	-.464	.124	-.699	.247
contribution to customer values	384	3.57	1.075	-.721	.124	.191	.247
Strong Collaboration of a Business	384	3.68	1.187	-.482	.124	-.521	.247
Valid N (list wise)	384						

Source: Descriptive Statistics of Market Orientation

The ability of market orientation and the Export Performance to be translate the business plans, and programs to improve the PLC Enterprise and administrative decision processes are also important, and responses, in this regard, are measured using 5–point Likert Scale ranging from very low (1) to very high (5), (Hurly & Hult, 2018).

The Statistical results of the market orientation dimension mean value output result of Customer Orientation, Competitor Orientation, and Inter–functional Coordination practice activities of the Coffee trading and Factory PLC enterprise result of respondents of the Customer Orientation items of after Sale Services the low result output is (3.66), the high mean item of Value Creation result of (3.79) is strong mean value output, in Competitor Orientation practice of low value result of responding to competitive actions (3.46) and high mean value is use the weakness of Competitor in business 3.78 value result, in inter functional Coordination orientation the low value result of functional integration of Firm (3.33), and high mean value is Share information about customer in business (3.89) are the strong value result and to the high contribution for the better Export performance.

The kurtosis and skewness values of Export Performance practice result to measures are below 1 in absolute value that shows the items are not skewed, and kurtosis.

**7. DESCRIPTIVE STATISTICS OF NEW PRODUCT DEVELOPMENT**

**Table -2:** Descriptive Statistics of New Product Development

Descriptive Statistics							
	N	Mean	Std. D.	Skewness		Kurtosis	
	Sta.	Sta.	Sta.	Sta.	Std.Err.	Sta.	Std.Er
New Product Development	384	3.64	1.132				
Product Discovery	384	3.63	1.143				
To explore new business areas	384	3.61	1.057	-.848	.124	.421	.247
To discovery of a new business opportunity	384	3.48	1.144	-.707	.124	-.119	.247
To seek product aspirations	384	3.64	1.088	-.851	.124	.164	.247
For financial incentives for Solar business installations	384	3.82	1.133	-.666	.124	-.358	.247
Product Design	384	3.57	1.073				
To discovered in the previous next phase	384	3.44	1.163	-.578	.124	-.351	.247
To validate an idea for problem solving	384	3.57	1.072	-.700	.124	.163	.247
To need technological product design	384	3.70	1.073	-.965	.124	.713	.247
Product Deploy	384	3.70	1.105				
To Launching new product in market	384	3.69	1.098	-.888	.124	.410	.247
To involve a multiple teams	384	3.84	1.098	-.888	.124	.410	.247



Training, Customer Support, Sales, and other	384	3.46	1.184	-.723	.124	.154	.247
A cross-functional team effort	384	3.80	1.139	-.811	.124	.259	.247
Product Development	384	3.72	1.166				
Work with your technology team to create of the new product	384	3.67	1.095	-.888	.124	.412	.247
To interact with the key activity to a minimize risk	384	3.88	1.098	-.888	.124	.414	.247
Product design of new business dev't idea	384	3.66	1.187	-.723	.124	.154	.247
More successful end product in new product strategies	384	3.69	1.139	-.811	.124	.259	.247
Product Delivery	384	3.58	1.173				
A new market delivery with a great product	384	3.49	1.178	-.652	.124	-.075	.247
The end goal of the new product development	384	3.38	1.207	-.464	.124	-.699	.247
To bring the final product to market	384	3.77	1.072	-.700	.124	.163	.247
Sales plans and training if to deliver	384	3.69	1.073	-.965	.124	.713	.247
Valid N (list wise)	384						

Source: Descriptive Statistics of New Product Development (2023)

The ability to contribute new product development practice and to support Export Performance to be develop the business plans, and programs to improve the Coffee trading and factory PLC Enterprise, and business administrative decision processes are also important, in this descriptive data analyses to be regard that are measured using 5-point Likert Scale ranging from very low (1) to very high (5), (Hurly & Hult, 2018).

Statistical results of the new product development practice descriptive statistics of Product Discovery, Product Design, Product Deploy, Product Development and Product Delivery practice activities of the Coffee trading and Factory PLC result of the respondents of new product development dimension of Product Discovery items discovery of a new business opportunity is low value result is (3.48), and the output of financial incentives for Solar business installations result (3.82) is high mean value, in Product Design of low value result to discovered in the previous next phase result is (3.46), and the strong mean value is to need technological product design (3.70) is the high mean value result, the Product Deploy of low value mean result of training, Customer Support, Sales, and other of Firm is (3.46), and the high mean value result is to involve a multiple teams (3.84) value result, Product development low value result Responding to Product deploy of new business dev't idea (3.66), and the strong mean value is more successful end product of new product strategies result output of (3.69) are the high mean value result, in Product delivery of low mean value result of the end goal of the new product development output is (3.38), and the strong mean value is to bring the final product to market (3.77) of high mean value result and high contribution for the better descriptive statistics result of business research.



The kurtosis and skewness values of Export Performance practice result to measures are below 1 in absolute value that shows the items are not skewed, and kurtosis.

### 8. DESCRIPTIVE STATISTICS OF EXPORT PERFORMANCE

**Table -3:** Descriptive Statistics of Export Performance

Descriptive Statistics							
	N	Mean	S.D	Skewness		Kurtosis	
	Sta.	Sta.	Sta.	Sta.		Std.Err.	
Export Performance	384	3.62	1.1536				
The composite outcome of a firm's international sales	384	3.89	1.09792	-.888	.124	.410	.247
The export sales, profit and export growth	384	3.79	1.09792	-.888	.124	.410	.247
The vital source of international exchange and profits	384	3.58	1.18381	-.723	.124	.154	.247
To overcome economic problems	384	3.59	1.13854	-.811	.124	.259	.247
To provide the chances to take advantage of gaining economies of scale	384	3.48	1.17792	-.652	.124	-.075	.247
The method to raise corporate growth	384	3.38	1.20677	-.464	.124	-.699	.247
To ensure company endurance in a dynamic and competitive marketplace	384	3.57	1.07230	-.700	.124	.163	.247
The balancing between countries' economy and global economy	384	3.69	1.07319	-.965	.124	.713	.247
To use Market Orientation Strategy	384	3.64	1.09792	-.888	.124	.410	.247
To build New product development	384	3.79	1.09792	-.888	.124	.410	.247
The strong strategy that able to explain the firm's export performance	384	3.55	1.18381	-.723	.124	.154	.247
The domestic in comparison to international markets	384	3.59	1.13854	-.811	.124	.259	.247
Valid N (list wise)	384						

Source: Descriptive Statistics of Export Performance (2023)

Market oriented companies have a distinctive Export Performance dimensions (Guenzi & Troilo, 2016) and the exercise of each Market Orientation items to influenced to provides Export Performance insight (Day, 2019), and the Statistical results of the Market Orientation and Export Performance dimension of Coffee trading and Factory PLC are presented in Table 3 that are Using a 5-point Likert scale ranging from much worse (1) to much better (5), and the average Export Performance of Coffee trading and Factory PLC Mean value is, the composite outcome of a firm's international sales value result is morethan (3.50), and the Export performance activity result to formulate the composite outcome of a firm's international sales value result (3.89), and The method to raise corporate growth(3.38).

Overall, the average of Export performance practice, the method to raise corporate growth is weak value (3.38), and to provide the chances to take advantage of gaining economies of scale value 3.48, this is the weak value output less than (3.50), and the result to build New product development result (3.79) and The composite outcome of a firm’s international sales 3.88. This result that implies Export Performance is to be tailoring their market Orientation and export Performance, and thus they are a position to generate the high importance insights out of the Export performance practice to be supported in this study.

The kurtosis and skewness values of Export Performance practice result to measures are below 1 in absolute value that shows the items are not skewed, and kurtosis.

### 9. OVERALL DESCRIPTIVE STATISTICS OF MO, NPD AND EP

**Table – 4:** Over all Descriptive statistics of MO, NPD and EP

Descriptive Statistics					
MO on EP and NPD Mediated.	N	Minimum	Maximum	Average Mean	S. D.
Market Orientation	384	1	5	3.63	1.213
Customer Satisfaction	384	1	5	3.69	1.234
Competitor Orientation	384	1	5	3.61	1.201
Inter-functional Coordination	384	1	5	3.59	1.203
New Product Development	384	1	5	3.64	1.132
Product Discovery	384	1	5	3.63	1.143
Product Design	384	1	5	3.57	1.073
Product Deploy	384	1	5	3.70	1.105
Product Development	384	1	5	3.72	1.166
Product Delivery	384	1	5	3.58	1.173
Export Performance	384	1	5	3.62	1.152
Scale item rating 1= strongly Dis agree 2= Dis agree 3= Neutral 4= Agree 5= strongly agree					

Source: Overall Descriptive statistics of MO, NPD and EP (2023)

In this study the summary of Descriptive Statics result shown all Variables were conducted based on a 5-point Likert Scale. Respondents agreed that the effect of Market Orientation on Export Performance the, Mediating role of New product development of Coffee trading and Factory PLC Factors was essential to high (Mean = 3.64) is New product development practice, the next high average value mean (3.63) value output result Market Orientation practice, and the third Export Performance (3.62) and the high measurement model result of New product development practice Product Development(3.72), the next highest measurement result Product Deploy (3.70) to contribute new product development to expand Coffee trading and Factory practice PLC sector in the form of enhanced reputation Export Performance of Enterprise.

Thus, it has critical for any Sector today to have committed and the data has collected from Primary and Secondary Cooperative Union, Coffee supplier, Coffee Collector, Employee of PLC to collect from Oromia





Regional state West Guji Zone Coffee trading and Factory seven PLC, Namely Kercha Inshe Coffee trading PLC, Sakicha Coffee trading PLC, Guji Highland Coffee Plantation Factory PLC, Tamirat Zarihun Coffee factory PLC, Ethiopia Natural Gerba Guji Coffee factory PLC, and Kadir Abba Hawa Coffee trading and factory PLC.

Because they have dissatisfied but rather tend to take challenges work activities, and engage in improving Performance, and business activities (Meyer& Allen 2019).

## 10. CONCLUSION

As investigated, the descriptive effect between Market orientation on Export Performance the Mediating role of New product development capability, to study and deeply investigated positively affect high mean value more than 3.50 and more than 1.00 Standardize deviation of residual term and, the kurtosis and skewness values of Export Performance practice result to measures are below 1 in absolute value that shows the items are not skewed, and kurtosis mediated the direct and indirect effect of new product development capabilities are found to be reciprocal. That means, market orientation affects Export performance practice and new product development capabilities are in return, that affects Export performance positively and significantly fitted result and to do highly investigate and create a strategic plan to solve a problem in the study area of the investigation of Coffee trading and factory PLC in Oromia regional state west Guji zone PLC Enterprise.

The descriptive Statics result shown all Variables were conducted based on a 5- point Likert Scale. Respondents agreed that the effect of Market Orientation on Export Performance the, Mediating role of New product development of Coffee trading and Factory PLC Factors was essential to high (Mean = 3.64) is New product development practice, the next high average value mean (3.63) value output result Market Orientation practice, and the third Export Performance (3.62) and the high measurement model result of New product development practice Product Development(3.72), the next highest measurement result Product Deploy (3.70) to contribute new product development to expand Coffee trading and Factory practice PLC sector in the form of enhanced reputation Export Performance of Enterprise.

Thus, it has critical for any Sector today to have committed and the data has collected from Primary and Secondary Cooperative Union, Coffee supplier, Coffee Collector, Employee of PLC to collect from Oromia Regional state West Guji Zone Coffee trading and Factory seven PLC, Namely Kercha Inshe Coffee trading PLC, Sakicha Coffee trading PLC, Guji Highland Coffee Plantation Factory PLC, Tamirat Zarihun Coffee factory PLC, Ethiopia Natural Gerba Guji Coffee factory PLC, and Kadir Abba Hawa Coffee trading and factory PLC.

## RECOMMENDATION

First, managers should develop market orientation practice, and new product development practice and behavior to be Maintaining an outward looking perspective rather than focusing excessively on Coffee trading and factory PLC Enterprise that operated and routines, in other words, enterprise and PLC managers and administration should put in place the company wide recognition that the base for success is identifying, and fulfilling customer needs better than challenges from the competitors.

Hence, they need to focus on Employee satisfaction, customer satisfaction sensing the perception of competitive advantages, and in responding to changes in the marketplace via developing, and executing sound business innovation plan to be created and developed, and the whole Coffee manufacturing enterprise of businesses in Ethiopia lack the and far from information to seek the



business orientation to understand the marketplace factors, and thereby to shape their business operations accordingly.

Therefore, recognition of the market place new product development dynamism in the business strategy, and actions of Coffee trading and factory PLC is extremely important today than ever before, and the situation is best described by the business operations manager and Enterprnioure of Coffee trading and Factory PLC.

## DIRECTION FOR FUTURE STUDY

The study investigates how The Descriptive Impact of Market Orientation practices on Export Performance: The Mediating role of new product Development: In Oromia Regional state West Guji Zone Coffee trading and Factory Enterprise's PLC In order to fully understand the effect of strategic orientations on Export Performance in the least developed business contexts, future research should assess the Enterprnioure Orientation that affect Organizational performance the Mediating role of Innovation, the effect of Coffee Quality practice that affect the Business performance, to investigate market orientation practice dimension, like Intelligence Generation, Intelligence Dissemination and Responsiveness, to investigate other trading of SME, Banks and higher education, and from the view point of developing market performance and innovation orientations, not only descriptive statistics, Demographic characteristics, Inferential, Confirmatory factor and Exploratory factor to be designed in next direction of the study. Hence, future study is necessary to validate the result, and provide empirical justifications for such relationships of each variable.

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