

Market Orientation and Mode of Focus: An Exploration

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Abstract

Market orientation and innovation orientation are two concepts that seem to contradict each other. Whether they intend to or not, firms adopt a strategic mode of focus, a way of directing efforts towards markets, products, both, or neither. However, little information exists on whether there are indeed significant relationships between a firm's mode of focus, and its market orientation. This paper reports the results of a study that identified the modes of focus of South African firms as perceived by senior marketing managers, and then matched these to their perceptions of market orientation. Limitations are identified, implications for management singled out, and avenues for future research highlighted.