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The level of market orientation in Tatarstan high technology companies (Russia)

Protcko E., Dornberger U., Vagizova V.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

This article aims to give high technology companies in Tatarstan (Russia) a better understanding about the concept of market orientation and their level of market orientation in total and also depending on the number of employees, years in business and the type of ownership. It shows the importance of implementation of the market orientation concept regarding better company's performance. This study validated Kohli and Jaworski's market orientation scale in high technology companies, particularly in small and medium high-tech companies in Tatarstan. The findings show that the level of market orientation in high-tech industries in Tatarstan is low. The article provides the recommendations for the managers of high-tech companies to improve the level of market orientation. Implementation of the market orientated strategies, putting emphasis in conducting effective market research and be strong in customer and competitor orientation, is important for hi-tech companies to improve their performance.

Keywords

Business performance, High-tech companies, Knowledge-intensive companies, Market orientation, Tatarstan