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Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?
Ed Bruning

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Abstract

This study examines the moderating effect of foreign market expansion orientation on the market orientation-performance relationship. It is argued the traditional notion of market orientation overlooks a number of realities that occur in foreign markets that lead to effects on market orientation. A sample of Canadian businesses is analyzed using moderator regression analysis. The findings support the contention that foreign market expansion orientation moderates the relationship as expected.

Keywords

Market Orientation, International Marketing, Exporting