

A Study on Determining Market Orientation, Innovation Orientation and Firm Performance

Authors : Emel Gelmez, Derya Özilhan

Abstract : In this study, the relationship between market orientation, innovation orientation and firm performance in the hotel enterprises in Konya was examined. Research data was obtained by survey method and the research was conducted on the enterprises operating in tourism business in Konya. Hypothesis were tested in terms of the main aim of the present study. According to the findings it was determined that there is a positive and significant relationship between each parameters.

Keywords : firm performance, innovation, innovation orientation, market orientation

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