

Impact of Marketing Orientation on Environment and Firm's Performance

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Abstract : 'Going green' has been an emerging issue worldwide driving companies to continuously enhance their green capabilities and implement innovative green practices to protect the environment and improve business performance. Green has become a contemporary business environmental issue. The resource advantage theory is adopted in the present study to observe the impact of marketing orientation and green innovation practices on environmental and firm's performance. The small and medium firms compared to large firms have different approach towards market orientation as a strategic tool. The present study proposes a conceptual framework regarding the impact of market orientation on environmental and firm's performance through green innovation practices in the context of small and medium scale industries (SMEs). The propositions developed in the present paper would provide scope for future research study to validate the conceptual framework in the emerging economy like India.

Keywords : market orientation, green innovation practices, environment performance, corporate performance, emerging market

Conference Title : ICMM 2016 : International Conference on Marketing Management

Conference Location : Tokyo, Japan

Conference Dates : May 26-27, 2016