

Analyzing the Relationship between Market Orientation and Corporate Entrepreneurship

Sahar Nagaty ,Heba Abdel Wahab

Abstract

This study aims to analyze the relationship between market orientation (MO) and corporate entrepreneurship (CE). A total of 450 questionnaires were distributed among the three main mobile organizations in the telecommunication sector in Egypt within Cairo governorate geographic zone. The research findings show that market orientation dimensions have a strong significant and positive relationship with corporate entrepreneurship dimensions. And that the corporate entrepreneurship activities practiced by mobile companies in Egypt, has been significantly affected by the market orientation of these organizations. It indicates that market orientation creates an environment that can foster corporate entrepreneurship among middle and top management to satisfy the changing needs and wants of customers. The research findings suggest that organizations need to increase the responsiveness to the changes that occur in the customers needs and wants. The managers of organizations should believe in the importance of the corporate entrepreneurship and communicate this belief to their employees. They need to offer support to entrepreneurial activities within the organization by building a reward/reinforcement system that will encourage employees to innovate. This research contributes to the existing corporate entrepreneurship literature through in-depth analysis of the corporate entrepreneurship and the market orientation sub-dimensions. It also provides an insight on the telecom market in Egypt which is one of the promising sectors of the Egyptian economy.

European Journal of Business and management, International Knowledge sharing platform IISTE 2017, January