

# Relationships among Entrepreneurial Orientation, Marketing Orientation Strategy and Organizational Performance-A Case ..

胡軍飛、王秦希康 ; 徐東海

E-mail: 9601115@mail.dyu.edu.tw

## ABSTRACT

Meanwhile under the circumstances that the economic globalization and attraction of huge business opportunities in Mainland China , the amount of money of Taiwanese entrepreneurs ' investment into China is still in intensifying continuously. It shows that issues of business environment and managing performance of Taiwanese entrepreneurs in China are worth going for discussion 。 While business emigration to China , attributions of their Entrepreneurial Orientation ,Market Orientation are key factors whether success or failure enterprises emigrating business to China。 Therefore , the objective of this research is concentrating on exploring what effects influenced by factors of Entrepreneurial Orientation ,Market Orientation andOrganizational performance , and studying correlations among Entrepreneurial Orientation ,Market Orientation 、 Organizational performance of Taiwanese entrepreneurs in China。 Then we can provide the reference of research outcomes for Taiwanese entrepreneurs who doing business in China。 The research , based on the data pool of the registering list of Taiwanese entrepreneurs in China issued by the MOEAIC ( Investment Commission ; The Ministry of Economic Affairs ; Taiwan ) , adopts means of convenient sampling and the of qualitative multiple cases interview to implement semi-structured in-depth interview interviews。 According to the researching objective , the research began with literature review , drafting interview outlines and making appointments with 14 candidates and doing one-by-one interview。 Then we rendered type recording media into word-by-word documents , analyzed those information , then fetched following key points (13 elements) : 「 Innovation 」、「 Precondition 」、「 Riskiness 」、「 Autonomy 」、「 Aggression 」、「 Competition Oriented 」、「 Customer Oriented 」、「 Coordination among functionalities 」、「 Long-turn point of view 」、「 Emphasizing survivorship and growthprofit 」、「 Fiscal performance 」、「 Operating performance 」、「 Behavior performance 」。 Therefore we can be aware that , in the future , Taiwanese entrepreneurs in China should be provided with the character of Entrepreneurial Orientation in order to enhance companies ' business performance。 Regarding the application of marketing oriented strategy , it will directly effect a company ' s Management innovation or technological innovation 。 So, once the goal established, the entrepreneur has to take both strategies of enterprise venturing oriented and marketing oriented forward together side by side that it could get the payoff of getting half the result with twice the effort .

Keywords : Entrepreneurial Orientation ; Market Orientation ; Organizational performance ; Taiwanese Entrepreneurs

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