A STUDY OF THE RELATIONSHIP BETWEEN MARKET-ORIENTATED STRATEGY AND INNOVATIVE BEHAVIOR

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ABSTRACT: This paper examines the relationship between market orientation strategy and innovative behavior. The study was implemented on the pharmaceutical sector in Jordan with a sample of (136) manager. Factor analysis was used to validate the measures. A correlation analysis was then performed to determine whether developing a market orientated strategy is associated with innovative behavior. The results showed that there is a strategic relation between the two variables (R: 0.67). Overall, the study recommends using marketing information system, particularly marketing intelligence, to find, follow, and improve innovative ideas.

KEYWORDS: Market -Orientated Strategy, Innovative behavior, Collection and use of market information, Pharmaceutical Company, Jordan