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EDUCATION EMPOWERS

HALF-YEARLY JOURNAL OF
 SHOBHIT UNIVERSITY, MEERUT (INDIA)

RELATIONSHIP BETWEEN MARKET-ORIENTATION, INTERNAL MARKET-ORIENTATION AND ORGANISATIONAL LEARNING

A Study of the Banking Industry

Sunil Kumar* and Sarabjeet Kour Sudan**

The study aims at examining the relationship between market-orientation, organisational learning and internal market-orientation.

Methodology: It is based on the responses obtained from managers of four public-sector banks in north India. The statistical tools of confirmatory factor analysis and structural equation modelling are used for data analysis.

The study reveals that market-orientation is significantly related to both organisational learning and internal market-orientation. Moreover, organisational learning plays a mediating role in the relationship between market-orientation and internal market-orientation.

The study is limited to one sector of the economy, viz., banking, which implies that its findings may not be generalisable to the other sectors.

Originality: The originality of the study lies in its contribution to the existing research through an empirical investigation of the relationship between strategic marketing practices, especially, market-orientation, organisational learning, and internal market-orientation.

Implications: Its findings imply that developing and supporting a learning culture in an organisation is essential for internal market-orientation, thereby admitting the influence of market-orientation on internal market-orientation.

Keywords: Market-orientation, Internal market-orientation, Organisational learning, Strategic marketing

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