

Peranan pembelajaran organisasional dalam mengkonversikan orientasi pasar menjadi kinerja pemasaran : proses dan agenda penelitian

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Abstrak

many studies have proved that market orientation has an influence on marketing performance, but it is considered a market orientation is not sufficient to improve marketing performance. Market orientation will able able to improve marketing performance when combined with organizational learning, but the role of organizational learning in the convert market orientation into marketing performance is unclear. By integrating variables of organizational learning as a single entity - market orientation-organizational learning - innovation, competitive advantage marketing performance in a study as one is expected to clarify the role of learning in the convert market orientation into marketing performance has been deemed not clear.