

Peranan pembelajaran organisasional dalam mengkonversikan pada industri skala kecil menengah di Kota Semarang

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20440165&lokasi=lokal>

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 orientaion will be 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.