E- Market Orientation as a result of Integrating electronic marketing with market orientation concept

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The aim of this paper is to show the relationship between electronic marketing and market orientation. This paper intends to integrate these concepts and draw a framework for e-market orientation as a new paradigm in business. So it is necessary to introduce both e-marketing and market orientation and review the literature related to them. We begin our literature overview with and then we turn -to introduce the concept of market orientation. Finally, we illuminate the e-marketing impact of e-marketing on market orientation and introduce the concept of e-market orientation as a new approach in implementing marketing concept with the aid of the internet.

electronic marketing - market orientation - e-market orientation

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