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The market orientation of Chinese enterprises during a time of transition

[Shengliang Deng, Jack Dart](#)

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Abstract

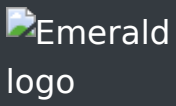
As China moves from a command economy to one more directed by customer demands, its enterprises must acquire an entirely new understanding of the purpose of business. The marketing concept appears to offer an approach to management that is dramatically new to China but much needed in its current state of development. Reports the results of an empirical study concerning the market orientation of various types of Chinese enterprises based on their size, location, ownership and sector. The data suggest substantial differences between the various types of operations. Since the existing literature relating to market orientation is devoted almost exclusively to Western business settings, this study provides benchmark data that may be used to track the evolution of an economy that is in the midst of a dramatic economic transition.





Keywords

- China
- Economic conditions
- Marketing concepts
- Marketing environment
- Market orientation

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