**NEAR EAST UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES**

**UNDERSTANDING MARKET ORIENTATION AND ITS EFFECT ON BUSINESS PERFORMANCE**

**(A CASE STUDY OF NEAR EAST BANK, NORTH CYPRUS)**

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**DEDICATION**

To the one who breathe into my life (ALLAH), and my mother Late Princess Adefolabo Onabawo who toiled so hard to make me a success to my generation but couldn’t wait to reap the fruit of her labour. AL Janna Fridausi Mama.

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**ABSTRACT**

*The main objective of this study was trying to understand market-oriented companies and the relationship between market orientation and company performance. Near East Bank, a commercial bank in Northern Cyprus, was opted as a case study to understand the marketing practice at such an organisation and to empirically investigate the main objective of the study.*

*Market orientation concept is concerned with the coordination of business intelligence, intelligence dissemination, and responsiveness to market information and data for effective and efficient management decisions (Kohli and Jaworski, 1990). The concept is also concerned about customer orientation, inter-functional coordination, and competitor orientation (Narver and Slater, 1990). This research shed lights on number of important organizational factors that are posited to help or hinder market orientation, and its impact on employees for superior customer satisfaction and better business performance.*

*The MARKOR model (Kohli and Jaworski, 1990) was adapted and redesigned down to ten statements measured on a 5-point Likert Scale and translated into the local language, Turkish. The original MARKOR questionnaire included more than 10 statements; however, it was decided to cut down on the statements both due to the specific needs of the research and on criticisms from the literature.*

*In order to establish a possible link between market orientation and business performance both objective and subjective methods were used.*

*In conclusion the two propositions offered on market orientation and its link to financial and market –based performances were supported.*

***Keywords: Market orientation, measuring market orientation, business performance, financial performance, market-based performance, Northern Cyprus, commercial banking and market orientation.***

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