

## عنوان مقاله:

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

## محل انتشار:

اولین کنفرانس بین المللی مدیریت بازاریابی (سال: 1385)

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## خلاصه مقاله:

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.

## کلمات کلیدی:

electronic marketing - market orientation – e-market orientation

## لینک ثابت مقاله در پایگاه سیویلیکا:

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