

THE EFFECTS OF ENTREPRENEURIAL ORIENTATION, LEARNING ORIENTATION, MARKET DRIVING APPROACH AND STRATEGIC MARKET PLANNING CAPABILITY ON FIRM PERFORMANCE

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ABSTRACT

This paper proposes a systematic explanation for the relationships among entrepreneur orientation, learning orientation, market driving approach, strategic market planning capability and business performance. The objective of this paper is firstly to examine concept of an entrepreneurial orientation (EO) is potentially important to marketing research. Secondly, it investigates the role of learning orientation in the joint value creation market driving process and firm performance. Finally, it examines the effect of moderator rule of strategic market planning capability. Also, Resource-Advantage Theory or R-A theory proposes the entrepreneurial orientation (EO), learning orientation, market driving approach and strategic market planning capability as the moderator. The model testing will using the data collected by means of questionnaire from gift export businesses in Thailand. Contributions and suggestions for future research are also discussed.

Keywords: *Entrepreneurial Orientation, Learning Orientation, Market Driving Approach and Strategic market planning capability*