

Testing market orientation of bank managers in the emerging economy of Brunei

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Abstract: A formidable body of literature has been built up in recent decades suggesting that market orientation helps firms attain their strategic objectives in a dynamic environment. The present study tests market orientation of bank managers operating in Brunei, a small South-East Asian country endowed with buoyant oil and gas reserves, seeking to carve out a pivotal role for itself in the banking and financial services sector of the region. Four key areas, referred to as variables, in the decision making process have been identified and used to analyse the form of market orientation adopted by bank managers in Brunei. These variables pertain to focus on customers, competition, environmental scanning, and implementation of strategic decisions. Results suggest that the managers sampled for this study are fragmented in terms of market orientation used.

Key words: Market orientation, Emerging markets, Banking, Strategic choices, Brunei, Management strategy.

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