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## Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?

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Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?  
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## Abstract

This study examines the moderating effect of foreign market expansion orientation on the market orientation-performance relationship. It is argued the traditional notion of market orientation overlooks a number of realities that occur in foreign markets that lead to effects on market orientation. A sample of Canadian businesses is analyzed using moderator regression analysis. The findings support the contention that foreign market expansion orientation moderates the relationship as expected.

## Keywords

Market Orientation, International Marketing, Exporting