

Impact of innovation cooperation and market orientation on internationalized medium and large enterprises' competitiveness

Abstract The objective of this paper is to identify the impact of innovation cooperation and market orientation and its elements on company competitiveness of internationalized medium and large enterprises. Quantitative large sample statistical analysis was conducted on a sample of Hungarian internationalized medium and large sized enterprises (n=119). Data was obtained by the survey method, MKTOR scale was implemented in the survey, innovation cooperation was asked from operation managers. The sample is representative for size. Factor analysis was used to determine the components of market orientation, regression analysis was used to test its impact on the Firm Competitiveness Index and its elements, as well as ANOVA and independent sample T-tests were used about innovation cooperation's impact. Innovation cooperation solutions did not create significant differences on competitiveness or its elements. Among the components of market orientation, competitor orientation had the most significant and most powerful impact on competitiveness and on market performance as well, whereas interfunctional coordination had significant impact on adaptivity and operationality.

Keywords: company competitiveness; innovation cooperation; market orientation; competitor orientation; medium and large sized enterprises; MKTOR scale.

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