

# Export Market Orientation: An Integrative Review of the Empirical Research

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## **Abstract**

In recent years, there has been a growing inclination toward understanding the export market orientation concept, which reflects a wealth of research in the extant literature. In this sense, this study endeavors to examine the pertinent empirical research concentrating on export market orientation, via conducting a systematic and comprehensive review in terms of empirical issues. Within the scope of this review, 81 export market orientation-related articles published between 1998 and 2008 were content analysed. The results of the review reveal that despite the important progress in the knowledge of export market orientation, a particular attention should be devoted to certain empirical areas in an effort to make this stream of research to move toward maturity.

**Keywords:** *Export market orientation; Literature review; Content analysis*

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