

# Market orientation and relationship building as drivers of supply chain integration: Their impact on innovativeness and performance

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Cite as:

Eteokleous Pantelitsa, Leonidou Leonidas , Dayananda Dayananda, Spyropoulou Stavroula (2020), Market orientation and relationship building as drivers of supply chain integration: Their impact on innovativeness and performance. *Proceedings of the European Marketing Academy*, 49th, (64781)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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## **Abstract**

Despite the rising research on different facets of supply chain management, relatively little light has been shed on the drivers and outcomes of supply chain innovations. In light of this gap, we build and test (using a sample of 215 British manufacturers) a conceptual model, verifying that market orientation and relationship building can help to enhance supply chain integration and how this later facilitates innovativeness within the supply chain and business performance. We also indicate that an information technology alignment between supply chain members is conducive to strengthening the favourable effect of supply chain management in boosting innovativeness within the supply chain.

**Keywords:** *supply chain; innovativeness; performance*

**Track:** Business-To-Business Marketing & Supply Chain Management