

Market- Oriented Technological Innovations in Companies

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Perspective

The goal of this study is to uncover market-driven innovation through acquisitions. We show that the relationship with the product market and the relationship with technology have different effects on post-acquisition innovation performance depending on the size of the acquirer by distinguishing the organisational process of integrating resources related to market-oriented innovation from technological innovation through acquisition. Large enterprises maximise their post-acquisition technology innovation performance at the lower level of the technology and technology connection, according to our examination of high-tech acquisitions. Vice versa, at the higher level of the product market relationship, while the opposite is true for small businesses. This study contributes to the study of acquisition by identifying (a) market-driven innovation through acquisition and (b) the different mechanisms by which products and technological resources are marketed. Influence post-acquisition technology innovation.

Market orientation is the methodical gathering and analysis of data on present and potential clients, as well as competitors. It also encompasses the integration of data required to lead the identification, design, comprehension, and implementation of strategies to become skilled in market and market knowledge. This market data forces businesses to develop goods and services that meet customer wants, while it also forces enterprises to innovate in order to protect and expand market share in a worldwide competitive environment. Two different dimensions of market orientation, customer orientation and cross-functional collaboration, both have a favourable effect on product innovation. Technology performance performed a mediating role in the influence of customer focus and cross-functional coordination on product innovation. Furthermore, in low technology intensity

organisations, cross-functional coordination had a good impact on product innovation, whereas in medium technology intensity companies, customer orientation had a positive impact on product innovation.

Previous research has looked at the relationship between market orientation and product innovation; however, there aren't enough studies on the mediating function of technological capability in this relationship. The goal of this study was to fill a gap in the literature about the mediating role of technological capabilities. Furthermore, the technological intensity of a firm's innovation activity varies, but just a few analyses have been undertaken on this topic. By analysing the impact of market orientation factors on product innovation according to technological intensity, this study adds to the relevant literature.

Product innovation was aided by customer orientation and interfunctional coordination, two distinct characteristics of market orientation. The influence of customer orientation and interfunctional collaboration on product innovation was mediated by technological competence. Furthermore, in organisations with low technology intensity, interfunctional coordination influenced product innovation positively, but in firms with medium-high technological intensity, customer orientation influenced product innovation positively. Enterprises must focus on innovation activities in order to gain a sustained competitive edge. However, these revolutionary breakthroughs do not always succeed in the marketplace. In this context, in order to secure success in the market/market place and give efficiency to businesses, innovation must be accompanied by a market-oriented approach. Because this study is an extension of previous studies on market orientation and innovation in the literature, it can be used as a reference for future research articles and studies on these topics.

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