



Special Issue on Enterprise Development and Market Orientation

Call for Papers

Due to different countries, different market environments, different cultures and different economic development trends, the application and performance of market-oriented theory will be different. Market orientation is very valuable because it pays attention to the continuous collection of target customer demand information and competitor competence information, and uses these information to continuously create good value for customers. With the deepening of marketization in the process of globalization, both international enterprises and small and medium-sized enterprises are facing opportunities and challenges in the era of favorable policies.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **enterprise development and market orientation**. Potential topics include, but are not limited to:

- Operations management and market
- Market forecast and analysis
- Enterprise boundary
- Policies and Market
- Market competition and enterprise development
- Market demand and technological innovation
- Market orientation and enterprise reform

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Enterprise Development and Market Orientation**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	August 26th, 2019
Publication Date	October 2019

Guest Editor:

For further questions or inquiries



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