Correlation between adopting marketing as a business orientation and its effect on exporting in the textile firms of Egypt's industry

Prof. Tamer Farouk Khalifa
Prof. Textile Dept., Applied Arts, Helwan University

Prof. Mohamed Abdel Gawad
Prof. Textile Dept., Applied Arts, Helwan University

Ahmed Mohamed Abdul Fadeel
Assistant Lecturer, Textile Engineering Dept., Applied Arts, Badr University in Cairo (BUC), ahmedfadeelhellaway@hotmail.com

Abstract:
The ultimate objective of textile industry in Egypt, as any other real industry in any developing country, is to expand the accessibility of its products/services by exporting to diverse international markets through intermeshing with global network of supply chains. On the other hand, there is marketing orientation, which is one of business management approaches that can serve as a market access means for textile producers that qualifies them into engaging in global value chains, and hence contribute vigorously in prompting textile exports. The objective of this paper research is to specify the correlation between adopting the marketing orientation as business management approach, and engaging in exporting activities, among producers of Egypt’s textile sector. To fulfill this objective, the study utilizes comparative, analytical, and descriptive approach as study methodology. Through a designed survey study that aims at collecting primary data from a sample comprised of (16) textile mills from different industrial zones located in Eastern Cairo of Egypt, mainly producing upholstery and home textiles products. The sample is divided into two groups: (1) Exporting upholstery and home textiles mills, and (2) Non-exporting upholstery and home textiles mills; each group is constituted by (8) mills. Data collection were executed through survey methodology that takes the form of interview. The interview type is Structured Interview aiming to collect qualitative and quantitative data from the interviewees. The frames that compose the interview structure are shown in Research Work section. The subjects to be interviewed are from high management level, including CEOs, factory managers, and business owners.

References:
This work is licensed under a Creative Commons Attribution 4.0 International License