



Sudan University of Science and Technology
Faculty of Graduate Studies



**The impact of Market Orientation and Innovation on
Sudanese Export Performance and the Mediating Role of
Environmental Factors
(Fruits and vegetables)**

اثر التوجه السوقي والابتكار علي اداء الصادرات والدور الوسيط للعوامل البيئية
(سوق الخضار والفاكهه)

A Research submitted to the Sudan University in fulfillment of the
requirement for the degree of master in Business Administration

By:

Elias Mohammed Ahmed Ismail

Supervisor

Dr. Dalia Mohammed EL zubair

Duration 2013 - 2016