

Dedication

I dedicate this humble work to my father's soul...

To my dear mother...

To my wife and kids...

Acknowledgement

First of all, thanks to Allah for giving me the strength to do what I have done. I do not ever forget the help that I got from my colleagues and before them my great teachers who have a big impact on my success. I thank them all and beg Allah to bless them all and Sudan University of Science and Technology (SUST), Faculty of Graduate Studies, special thanks to my supervisor (Dr Dalia)

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List of Abbreviation

MO	Market orientation
MI	Market innovation
EP	Export performance`
EFS	Environmental factors
FP	Financial performance
NFP	Non-financial performance`
UCC	Union of champers commerce
GDP	Gross domestic product
R B V	resources based view
IO	industrial organization
AMA	American market association
ASEAN	Association of southeast Asian nations

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Abstract

The study aims to analyze the relationship between market orientation (market information) and market innovation and its impact to export performance of vegetable and fruits through mediating relationship, that support explaining environmental factors with export performance. As it mediation above, the purpose of this study, is detailing the impact of relationship with each other and how it support export performance. This research follows a descriptive analytical method to shed light on the performance of the Sudanese export market of vegetables and fruit. So the data have been collected from the study population which consists of seventeen export agencies, and then the sample of the study was composed of eleven agencies. Two hundred and twelve (211) questionnaire papers were delivered to the exporters, importers and markers from each agency using random sampling and (196) valid papers were obtained for the analysis. To answer the questions of the study, the researcher has followed Likert approach which consists of five degrees. The SPSS (Statistical Package for Social Sciences) program was used in the statistical processes.

Results of this study have shown that, there is a relationship which has vital impact between orientation and innovation with export performance. It's also, shown that, is existing environmental factors between orientation and innovation with export performance, that reduces the relationship between ordination and innovation with export performance. The future studies should take care about important role which has been done by the environmental factors with export performance, also future studies should apply the results of this study on other sectors of the export.

Key word: Environmental factors, Export Performance, Market Innovation, Market orientation,

المستخلص :

تهدف هذه الدراسة لتحليل العلاقة بين التوجه السوقي (المعلومات السوقية) والابتكار في السوق وأثرها علي أداء صادرات الخضر والفاكهة, من خلال علاقة وسيطة تدعم تفسير المتغيرات المستقلة, حسب ما ذكر إن الغرض من هذه الدراسة تفصيل تأثير العلاقات مع بعضها ومدى دعمها لأداء الصادرات, يتبع هذا البحث المنهج الوصفي التحليلي للوقوف علي أداء الصادرات, حيث تم اختيار عينة البحث من احدي عشر وكالة حيث تم توزيع عدد (211) استبيان علي المصدرين, الموردين والمسوقين من كل وكالة بطريقه عشوائية وتم الحصول علي عدد (196) استبانة صالحة للتحليل, وللإجابة علي الأسئلة تم استخدام مقياس ليكرت الخماسي الذي يحتوي علي خمس درجات, كما تم استخدام برنامج الحزم الإحصائية في العلوم الإنسانية لإجراء المعالجات الإحصائية. أظهرت نتائج الدراسة ان هنالك علاقة ذات اثر معنوي بين التوجه السوقي والابتكار مع أداء الصادرات, كذلك توصلت الدراسة علي ان وجود العوامل البيئية كمتغيرات وسيطة للعلاقة بين التوجه والابتكار مع أداء الصادرات تقلل من حجم العلاقة بين التوجه والابتكار مع أداء الصادر, حيث توصي الدراسة بالاتي : ان تضع الدراسات المستقبلية أهمية دور العوامل البيئية في أداء الصادر, و علي أن تطبق الدراسات المستقبلية نتائج هذه الدراسة علي قطاعات أخرى من الصادرات حتى تتأكد من تعميم النتائج.