

ABSTRAKT	4
CONTENTS	5
EXTENDED ABSTRACT	6
ROZŠÍŘENÝ ABSTRAKT	8
1. INTRODUCTION	
1.1 Background of the study.....	10
1.2 Research problems of the study.....	11
1.3 Research objectives.....	13
2. CONCEPTUAL FRAMEWORK	
2.1 Developing conceptual framework.....	13
2.2 Extended market orientation.....	15
2.3 Antecedents of EMO.....	15
2.3.1 <i>Internal antecedents of EMO</i>	16
2.3.2 <i>External antecedents of EMO</i>	18
2.4 Outcome of EMO.....	18
2.4.1 <i>Financial performance</i>	18
2.4.2 <i>Nonfinancial performance</i>	19
2.5 Mediating effect of customer focus market performance.....	19
3. RESEARCH METHODOLOGY	
3.1 Survey instruments and operationalization of variables.....	20
3.2 Sample of the study.....	20
3.3 Scale evaluation.....	21
3.4 Data analysis tools.....	21
4. DATA ANALYSIS AND DISCUSSION	
4.1 Result and discussion of hypotheses testing.....	21
5. CONTRIBUTION OF THE STUDY	
5.1 Contribution for theoretical knowledge.....	27
5.2 Contribution for practical knowledge.....	30
6. RECOMENDATIONS	31
7. LIMITATION OF THE STUDY	32
BIALIOGRAPHY	32
LIST OF PUBLICATIONS OF THE AUTHOR	36
CURRICULUM VITAE	38