

Review of Doctoral Thesis

Doctoral Student: **Samarakoon Mudiyansele Ajantha Kumara**
SAMARAKOON, B.Com (Hons.) MSSc. MATT

Doctoral Thesis Title: **Market Orientation and Business Performance of Medium and Large Scale Enterprises in Food and Beverage Industry**

Reviewer: **Miloslava Chovancová, PhD., Associate Professor**

Place of Doctoral Examination: **Faculty of Management and Economics, Tomas Bata University in Zlín, The Czech Republic**

Evaluation of Aims and Objectives

The doctoral dissertation thesis presented by Samarakoon Mudiyansele Ajantha Kumara Samarakoon, B.Com (Hons.) MSSc. MATT aimed on market orientation and business performance of medium and large scale enterprises in food and beverage industry in Sri Lanka. The aim is intended to be achieved by the properly formulation of research objectives presented on the page 26: (1) to examine the dimension of market orientation in holistic marketing concept; (2) to analyze the impact of antecedents' on extended market orientation in medium and large scale enterprises in a developing country; (3) to analyze impact of extended market orientation on financial performance of medium and large scale enterprises in food and beverage enterprises in Sri Lanka; (4) to analyze impact of extended market orientation on non-financial performance of medium and large scale enterprises in food and beverage enterprises in Sri Lanka; (5) to examine the effect mediating factors in relationship between extended market orientation and financial performances of medium and large scale enterprises in food and beverage enterprises in Sri Lanka.

Topicality of the Research Issue

The very topical problem has been researched in the Doctoral Dissertation Thesis: the research results helped to determine the aspects of the antecedents on each dimensions of the medium and large scale enterprises' market orientation; the research identified an impact of business innovativeness to the relationship between market orientation and the enterprises' business performance in the food and beverage industry in Sri Lanka.

Statement on methodology and the research procedures

Respecting the consecution and methodology the author of the Doctoral Dissertation Thesis had presented methodology and research procedures. The methodology is correctly prepared and presented in chapter 5; it presents epistemological selection of the study, research design, development of survey instrument, operationalization and measurement of variables, questionnaire design, sampling design and procedures, data collection, data validity and reliability analysis, data presentation and analytical procedures, techniques as well as formulation of hypotheses. Author had followed his research design and he had developed the theoretical results and practical conclusions, as well.

Statement on the results and conclusion

Author confirmed the theoretical benefits of his study; the results of his study enhance to the theoretical knowledge in the fields of the antecedents of a market orientation of the medium and large scale enterprises, as well as, enhance the firms' innovativeness on a business performance in the food and beverage industry. There are practical benefits of the study; the study provides knowledge on the relationship between market orientation and performance of the medium and large size organizations in the food and beverage industry in Sri Lanka; this type of systematic and comprehensive study has not been carried out in the country of Sri Lanka, so far.

Suggestion of questions to be discussed

In an increasingly globalized marketplace, with growing population, it has become more important than ever to realize food and beverage production by using, not only the scientific technology, but using companies' cooperation, too. This study seeks to understand better the market orientation and the relationship between market orientation and enterprises' business performance, additional, the type of industry can play the role.

Questions:

- What is the next (the second important) type of industry in Sri Lanka, you should recommend for the similar study you developed in your Doctoral Dissertation Thesis?
- Could you discuss some examples of moderating and mediating factors you have mentioned in limitations of your study?

Statement on the doctoral student objectives fulfilment and evaluation

The topic researched in this study concerned of the market orientation and business performance of medium and large scale enterprises is very important issue in the food and beverage industry in Sri Lanka; additionally, this type of systematic and comprehensive study has not been carried out in the country of Sri Lanka, so far.

After answering the questions, I can express that the author has fulfilled aim, objectives and methodology of the Doctoral Dissertation Thesis; to point the list of the author's publications, the knowledge and abilities **I definitely recommend the Doctoral Dissertation Thesis for the defense** and in case of successful ensuing process I recommend to confer the degree of doctor (Ph.D.) for **Samarakoon Mudiyanse Ajantha Kumara SAMARAKOON, B.Com (Hons.) MSSc. MATT.**

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