

## **AII 02 Market orientation and supply chain orientation in Sri Lankan construction industry**

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Sri Lankan construction industry is on an upward trend, due to the post-conflict development in the country. According to the annual Central Bank Report, 2010 construction industry contributes 9% for the total employment generation in Sri Lanka. Ever increasing competition within the construction industry has been forced companies to respond more efficaciously, efficiently and effectively to customers' requirements. For instance construction projects should be completed within the budget constraints, time constraints and also the quality maintenance for satisfying the clients. Applying Supply Chain Orientation (SCO) and Market Orientation (MO) concepts in manufacturing, service providing, distribution or any other industry is not a new phenomenon, but applying these concepts in industry like building construction is a challenging task due to the nature of the industry. This study aims to investigate the degree of MO and SCO in Sri Lankan Construction Industry. Further, we focus on finding out the relationship between MO and SCO. Convenience sample of 50 engineers from construction companies in M1 category (ICTAD grading) which have the capacity of constructing over Rs.150Mn worth projects were enrolled for the study. The structured questionnaire was used to collect data for the study. Results found that both the degree of MO and SCO in Sri Lankan construction industry is on moderate degree of application. The study supported the previous literature that MO has impact on SCO. Also the study found that there is no strong relationship in between MO and SCO in Sri Lankan construction industry.

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