

4. *Article 4:*

OVERVIEW OF RESEARCH ON BUSINESS STRATEGY, MARKET ORIENTATION AND RELATIONSHIP WITH STARTUP PERFORMANCE

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Abstract

This study reviews the contents of business strategy and market orientation in the context of start-ups. The association between business strategy, market orientation and business performance in general has been mentioned by many authors. However, the impact of these factors in startups has not been clearly pointed out. Therefore, the purpose of this study is to review issues of business strategy, market orientation, as well as the relationship between these two factors and the performance of startups.

Keywords: *Business strategy, market orientation, business results, start-ups.*