

167785

942 802 691

Understanding Political Market Orientation

Robert P. Ormrod

Thesis submitted for the degree of Doctor of Philosophy

Institute for Marketing and Statistics

Aarhus School of Business

University of Aarhus

Denmark

January 2009

**C 259746**

---

## CONTENTS

### Part 1

- Acknowledgements
- Executive summary
- Danish summary
- Extended abstracts of the five submitted papers

### Part 2

- A Conceptual Model of Political Market Orientation (*published in the 'Journal of Nonprofit and Public Sector Marketing', 2005*)
- Political Market Orientation and its Commercial Cousin: Close Family or Distant Relatives? (*published in the 'Journal of Political Marketing', 2007*)
- A Critique of the Lees-Marshment Market-Oriented Party Model (*published in 'Politics', 2006*)
- An Investigation into the Relationship between Political Activity Levels and Political Market Orientation (*published in the 'European Journal of Marketing' forthcoming; co-authored with Dr Stephan C. M. Henneberg of the Manchester Business School, Manchester, UK*)
- Political Market Orientation and Strategic Political Postures in Danish Parties (*under review in the European Journal of Marketing; co-authored with Dr Stephan C. M. Henneberg of the Manchester Business School, Manchester, UK*)

### Part 3

- Understanding Political Market Orientation (*Background paper expanding on selected areas of the articles*)
- Appendix 1: questionnaire administered to party members (English version)