

# **Leadership Development and The Improvement of a Market Oriented Management: An Exploratory Study of Four Public Enterprises in Cameroon**

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## **Abstract**

The purpose of this article is to understand the development of leadership and its impact on the market orientation of public companies. To this end, we carried out a case study on three public service companies. The content analyses carried out among six managers per enterprise yielded the following results: (1) The manager's ability to mobilise and his ability to read the evolution of the environment determine the long-term conduct of the implementation of market orientation; (2) To achieve an external market orientation, the leadership must first be able to carry out an internal orientation within it; and (3) Market orientation approach techniques allow marketing to act at the deepest level of the company, both at the relational level and at the operational level, to integrate into the culture of the participants, notions such as trust, sharing, team spirit, initiative, and risk-taking.

**Keywords:** market orientation (MO), leadership development, information management, organisational culture, organisational behavior