

Supplementary Table 1. Market orientation, innovativeness and entrepreneurial orientation scales

Variables	Mean	SD
Customer satisfaction measure available -OCL1	3.6	0.95
Continuous monitoring of customer commitment -OCL2*	3.6	0.88
Market trends -OCL3*	3.2	0.91
Knowledge of customer trends factors -OCL4	3.5	0.83
Market segmentation data -OCL5*	3.0	0.92
Customer complaints about our products -OCL6	3.3	0.98
Evolution of product image -OCL7	3.1	1.01
Evolution of customer preferences -OCL8*	3.2	0.85
Customer adapted solutions -OCL9*	3.8	1.03
Studies of future products -OCL10*	3.5	0.81
Rapid response to customers' needs -OCL11	3.4	0.84
Rapid response to customers' complaints -OCL12	4.1	0.79
Products to suit different segments -OCL13	3.4	1.11
Rapid response to quality issues -OCL14	4.1	0.88
Rivals' strengths and weaknesses -OCO1*	2.9	0.85
Knowledge about rivals' products -OCO2	3.3	0.85
Rapid response to competitors' actions -OCO3*	3.0	0.86
Anticipating rivals' moves -OCO4	3.1	0.88
Use of competitors' weaknesses -OCO5	2.9	0.84
Anticipating market opportunities ahead of rivals -OCO6	3.3	0.91
Legal technology intelligence -OCO7*	3.0	0.99
Knowledge of business impact factors -OCO8	3.3	0.90
Risk factor indicators -OCO9*	3.1	0.92
Environmental defense strategies -OCO10	3.3	1.05
Intelligence dissemination to relevant departments -CIF1	3.3	1.04
Marketing strategies with other departments -CIF2	3.2	0.88
Personnel to serve the market -CIF3*	3.0	0.94
Inter-functional team meetings on market issues -CIF4	2.9	0.95
In-house information exchange -CIF5*	3.2	0.89
Customer satisfaction information between departments -CIF6*	3.0	0.94
New products and new market introduction strategy -Innov1	3.6	1.12
Intelligence sharing among personnel -Innov2*	3.4	0.92
Encourages debate and ideas among employees -Innov3*	3.3	0.92
Continuous training of personnel -Innov4*	3.5	0.96
Errors as a way of learning -Innov5*	3.5	1.00
Constructive conflict resolution -Innov6*	3.0	1.00
Time for new ideas and solutions-Innov7*	3.0	1.01
Emphasis on research, innovativenessBDI1*	3.3	1.05
New deals and new products -BDI2*	3.3	1.11
Changes in products -BDI3*	3.0	0.98
Pioneer in new product development -BDI4*	3.0	1.06
Follows competitors -PRO1*	2.9	0.96
Avoidance of conflict with other firms -PRO2	3.6	0.92
Gradual investment in the sector -ADR1*	3.4	0.92
Moderate risk taking for higher profit -ADR2*	3.2	1.01
Conservative, low-risk decision-making -ADR3	3.4	0.90
N valid =84		

* Identify the variables of each construct after scale refinement.