Research Handbook on Export Marketing

Edited by

Craig C. Julian

Senior Lecturer in Marketing, Southern Cross University, Queensland, Australia

Edward Elgar
Cheltenham, UK • Northampton, MA, USA
Contents

List of contributors vii

Introduction 1
Craig C. Julian

1 Impact of export promotion programs on SME export performance: empirical evidence from an emerging nation 12
M. Yunus Ali and A.K. Shamsuddoha

2 Dynamic capabilities and international performance of SMEs: the interaction effect of relational social capital 45
José Carlos Pinho

3 The impact of strategic orientations on export marketing strategy: new classification and typology 60
Yoel Asseraf and Aviv Shoham

4 Organizational characteristics and performance of public export promotion agencies: Portugal and Ireland compared 84
Inês Ferreira and Aurora A.C. Teixeira

5 Internationalization processes of professional service firms 132
Tage Koed Madsen

6 Pricing capabilities: design, development and validation of a scale and implications for export marketing 145
Stephan M. Liozu and Andreas Hinterhuber

7 The impact of globalization drivers on strategy–performance relationships in international markets 163
Carl Arthur Solberg and François Durrieu

8 Antecedents and consequences of SME importers’ relationship with foreign suppliers: a transaction cost approach 185
Md. Abu Saleh, M. Yunus Ali and Craig C. Julian

9 The dynamic nature of the export development undertaking: implications for researchers and practitioners 203
Eldrede T. Kahiya, David L. Dean and Jeff Heyl
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>A capacity-building framework for the internationalization of firms from emerging economies</td>
<td>Sorna Arora</td>
<td>231</td>
</tr>
<tr>
<td>11</td>
<td>The effect of prior assessment of new product ideas on the performance of new product export ventures in international marketing</td>
<td>Gabriel O. Ogunmokun and Ling-yee (Esther) Li</td>
<td>246</td>
</tr>
<tr>
<td>12</td>
<td>Using the eclectic paradigm as a theoretical lens to examine the performance outcomes of financial services exporters</td>
<td>Craig C. Julian</td>
<td>260</td>
</tr>
<tr>
<td>13</td>
<td>The resource-based view (RBV) and the industrial organization theoretical frameworks: are both required to explain export marketing performance?</td>
<td>Craig C. Julian</td>
<td>287</td>
</tr>
<tr>
<td>14</td>
<td>The impact of knowledge management, brand orientation and global marketing strategy on performance</td>
<td>Craig C. Julian, Sajad Rezaei and Muslim Amin</td>
<td>305</td>
</tr>
<tr>
<td>15</td>
<td>Evolution of the export marketing literature through Cavusgil’s seminal writings</td>
<td>Ozlem Tuba Koc and Jingting Liu</td>
<td>334</td>
</tr>
<tr>
<td>16</td>
<td>Cavusgil’s contribution to export marketing management and strategy</td>
<td>Vassiliki (Vicky) Bamiatzi and Ilke Kardes</td>
<td>354</td>
</tr>
<tr>
<td>17</td>
<td>Exploring the theoretical foundations of the exporter-importer relationship research</td>
<td>Saeed Samiee, Leonidas C. Leonidou and Bilge Aykol</td>
<td>405</td>
</tr>
</tbody>
</table>

Index                                                                 431