TESTING AN INTEGRATIVE MODEL OF EXPORT PERFORMANCE IN TURKISH SMEs

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ABSTRACT

Many studies have sought to identify the key variables related with export performance (e.g., Madsen 1987; Aaby and Slater 1989; Shoham 1991, 1996, 1998; Chetty and Hamilton 1993; Zou and Stan 1998). More recently Katsikeas, Leonidou, and Morgan (2000), Leonidou, Katsikeas, and Samiee (2002), Sousa, Martínez-López, and Coelho (2008), and Leonidou, Katsikeas, and Coudounaris (2010) presented summaries and reviewed the export performance literature. Unfortunately, there has been little agreement on export performance conceptualization and operationalization (Aaby and Slater 1989; Cavusgil and Zou 1994; Shoham 1998; Styles 1998). Therefore, this paper develops and tests an integrative model of export performance. Specifically, we test the impact of internal and external barriers to exporting, motives for exporting, and exporters' advantages on export performance of Turkish SMEs. We test the model based on data from 135 Turkish exporters. The data provide support for most of the study's hypotheses. Each of the four antecedents has significant relationships with at least one dimension of export performance. Research and managerial implications accounting for these findings are discussed.

References available upon request