

عنوان مقاله:

How the Attitudinal Characteristics of Management Influence on Export Performance: A review of the Empirical Literature 1989-2009

محل انتشار:

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تعداد صفحات اصل مقاله: 14

نویسندگان:

,Farshid Movaghar Moghaddam - *Department of management, Abade Branch, Islamic Azad University, Abade, Iran*

Soheyl Sarmad Saidi - *Department of management, Abade Branch, Islamic Azad University, Abade, Iran. PhD level, Islamic Azad University Faculty Member-Tehran, Iran*

.Elham Aliakbar - *Department of management, Abade Branch, Islamic Azad University, Abade, Iran*

Ali Timouri - *Department of Marketing Management*

خلاصه مقاله:

The growing of sales activity and global trade and in the international markets cause the increasing attention to the determinants of firm export performance. However, despite numerous published works on determinants of firm export performance, the literatures are characterized by the lack of consensus among researchers as to what constitutes managerial factors. As a result, this reviews of articles published between 1989 and 2009 attempt to assess the management attitudinal characteristics determinants of export performance. Based upon a comprehensives and systematic literature study, a synthesized model which can be apply for understanding management attitudinal characteristics influence on export to enhance the firm export performance will be eventually designed. The management attitudinal characteristics can be categorized to perceptions about export advantage and export barrier, management international orientation, customer orientation, perception toward competitiveness, export commitment and support. Later, the results of previous studies about relationship between management attitudinal characteristics determinants and firm export performance are mentioned and a proposed conceptual framework is developed for the .researchers who are interested to investigate this issue further

کلمات کلیدی:

Firm export performance, global trade, internal determinants, management characteristics, attitudinal characteristics

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