

---

# Contents

---

|   |     |
|---|-----|
| <i>List of contributors</i>   | vii |
| Introduction<br><i>Craig C. Julian</i>  | 1   |
| 1 Impact of export promotion programs on SME export performance: empirical evidence from an emerging nation<br><i>M. Yunus Ali and A.K. Shamsuddoha</i>                     | 12  |
| 2 Dynamic capabilities and international performance of SMEs: the interaction effect of relational social capital<br><i>José Carlos Pinho</i>                               | 45  |
| 3 The impact of strategic orientations on export marketing strategy: new classification and typology<br><i>Yoel Asseraf and Aviv Shoham</i>                                 | 60  |
| 4 Organizational characteristics and performance of public export promotion agencies: Portugal and Ireland compared<br><i>Inês Ferreira and Aurora A.C. Teixeira</i>        | 84  |
| 5 Internationalization processes of professional service firms<br><i>Tage Koed Madsen</i>   | 132 |
| 6 Pricing capabilities: design, development and validation of a scale and implications for export marketing<br><i>Stephan M. Liozu and Andreas Hinterhuber</i>              | 145 |
| 7 The impact of globalization drivers on strategy–performance relationships in international markets<br><i>Carl Arthur Solberg and François Durrieu</i>                     | 163 |
| 8 Antecedents and consequences of SME importers’ relationship with foreign suppliers: a transaction cost approach<br><i>Md. Abu Saleh, M. Yunus Ali and Craig C. Julian</i> | 185 |
| 9 The dynamic nature of the export development undertaking: implications for researchers and practitioners<br><i>Eldrede T. Kahiya, David L. Dean and Jeff Heyl</i>         | 203 |

|    |  |     |
|----|--|-----|
| vi | <i>Research handbook on export marketing</i>   |     |
| 10 | A capacity-building framework for the internationalization of firms from emerging economies<br><i>Soma Arora</i>   | 231 |
| 11 | The effect of prior assessment of new product ideas on the performance of new product export ventures in international marketing<br><i>Gabriel O. Ogunmokun and Ling-yee (Esther) Li</i> | 246 |
| 12 | Using the eclectic paradigm as a theoretical lens to examine the performance outcomes of financial services exporters<br><i>Craig C. Julian</i>  | 260 |
| 13 | The resource-based view (RBV) and the industrial organization theoretical frameworks: are both required to explain export marketing performance?<br><i>Craig C. Julian</i>               | 287 |
| 14 | The impact of knowledge management, brand orientation and global marketing strategy on performance<br><i>Craig C. Julian, Sajad Rezaei and Muslim Amin</i>                               | 305 |
| 15 | Evolution of the export marketing literature through Cavusgil's seminal writings<br><i>Ozlem Tuba Koc and Jingting Liu</i>   | 334 |
| 16 | Cavusgil's contribution to export marketing management and strategy<br><i>Vassiliki (Vicky) Bamiatzi and Ilke Kardes</i>   | 354 |
| 17 | Exploring the theoretical foundations of the exporter–importer relationship research<br><i>Saeed Samiee, Leonidas C. Leonidou and Bilge Aykol</i>  | 405 |
|    | <i>Index</i>   | 431 |