How companies adapt their marketing program to achieve better export performance in Africa? The moderating role of institutional regulation

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Cite as:
MANSOURI SAMY, Kaswengi Joseph, NDIONE Mamadou, BAKO-LIBA Bernard, FAYN Marie-George (2024), How companies adapt their marketing program to achieve better export performance in Africa? The moderating role of institutional regulation. *Proceedings of the European Marketing Academy*, 53rd, (118129)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024

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Abstract

This study addresses the underexplored international entrepreneurial activities among African firms, contrasting with the predominant focus on multinational enterprises in existing literature. Utilizing the resource-based view, dynamic capabilities' theory, and institutional-based view, we examine the intricate links between marketing program adaptation, institutional regulation, and firm export performance. Survey data from 301 exporting firms in Nigeria and Ghana highlight that institutional regulation moderates the impact of marketing program adaptation on export performance. This research fills a void in understanding the institutional context of African companies, offering actionable insights for enhancing export performance. The findings underscore the crucial role of navigating institutional regulation in foreign markets, providing valuable guidance for managers and investors in the internationalization of African firms.

Subject Areas: *Cross-cultural and International Marketing, Pricing, Product Management, Promotion, Service Marketing*

Track: International Marketing & Marketing in Emerging Countries