

Green Market Orientation in the Export Context: A Cross-National Study

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Abstract

Drawing mainly on the stakeholder theory and resource-based view, this study endeavours to unveil the interplay between stakeholder pressures, green export market orientation, and new product performance and examine the moderating effects of firm resources on the linkage of stakeholder pressures-green export market orientation. Following a cross-national perspective, the conceptual framework was examined upon the data from the UK and Turkey. The empirical findings have uncovered that in the context of both developed and emerging economies, public pressures and regulatory pressures in the home country are conducive to green export market orientation, which in turn, favourably influences new product performance in export markets. On the other hand, similarities and variations across developed and emerging economies have also been revealed concerning the moderating role of firm resources in the relationship between stakeholder pressures and green export market orientation.

Track: Sustainability, CSR and Marketing