

# Export venture sustainability strategies: An examination of their knowledge-based drivers, boundary conditions and export performance consequences

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Cite as:

Nwoba Arinze , Bıçakcıoğlu Nilay (2019), Export venture sustainability strategies: An examination of their knowledge-based drivers, boundary conditions and export performance consequences. *Proceedings of the European Marketing Academy*, 48th, (9368)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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## **Abstract**

Drawing from knowledge-based view and network theory, this paper explores the knowledge-based drivers, boundary conditions and export performance consequences of export venture sustainability strategies. Specifically, the paper plans to examine how the informational and experiential knowledge base of export ventures—depending on levels of international ties—inform the sustainability strategies in their foreign export market, which in turn determines their export performance. Building on this, the paper plans to apply an exploratory/qualitative research method (1st phase of study) to focus on the sustainability strategies of export ventures in developed and emerging market exporting firms (United Kingdom and Turkey). In doing so, this study contributes to the international business literature by advancing knowledge on the knowledge-based drivers, associated boundary conditions and export performance consequences of export venture sustainability strategies across different research settings.

**Keywords:** *Export venture sustainability strategies; export venture knowledge-base; export venture international ties*

**Track:** International Marketing & Marketing in Emerging Countries