

Regulatory Focus and International Marketing Agility

Filipe Coelho

University of Coimbra, CeBER, Faculty of Economics

Carlos Sousa

Molde University College

Nuno Crespo

ISEG Lisbon School of Economics & Management, Universidade de Lisboa

Pedro Silva

University of Coimbra, CeBER, Faculty of Economics

Lorena Bellora

University of Coimbra, CeBER, Faculty of Economics

Acknowledgements:

Filipe Coelho and Pedro Silva acknowledge financial support by national funds through FCT – Fundação para a Ciência e a Tecnologia, I.P., Project UIDB/05037/2020. Nuno Crespo received national funds through FCT – Fundação para a Ciência e a Tecnologia, I.

Cite as:

Coelho Filipe, Sousa Carlos, Crespo Nuno, Silva Pedro, Bellora Lorena (2024), Regulatory Focus and International Marketing Agility. *Proceedings of the European Marketing Academy*, 53rd, (118622)

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



Regulatory Focus and International Marketing Agility

Abstract

International marketing agility (IMA) is an emerging topic in international marketing research. This research addresses claims for the study of the antecedents of IMA, examining how decision-makers' regulatory focus (RF), comprising a promotion and a prevention orientation, shape a firm's IMA. Drawing on the Resource-Based-View, we also contribute to knowledge by examining how export intensity moderates the relationship between RF and IMA. The hypotheses were tested using the responses of 347 decision-makers of Portuguese exporting firms. The results suggest that a promotion orientation is positively related to IMA and that this effect is strengthened by export intensity. As to prevention orientation, its negative effect on IMA only emerges in the presence of a firm's high export intensity. These results are novel, delivering a significant contribution to existing knowledge, namely by enlightening how decision-makers' psychological traits affect IMA, and the boundary conditions.

Subject Areas: *Cross-cultural and International Marketing, Marketing Strategy*

Track: International Marketing & Marketing in Emerging Countries