

The role of pricing capabilities and pricing methods for SMEs' export venture performance

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Abstract

The purpose of this study is to examine the importance of strategic pricing perspectives for SMEs' export venture performance. Results are reported for a sample of 339 SMEs across multiple industries. The findings show that strategic pricing has a positive relationship with pricing capabilities, which are then positively related to value-based, competition-based, and cost-based pricing. While value-based and cost-based pricing have a positive effect on export venture performance, competition-based pricing has a negative effect. A set of indirect effects that additionally explain the mechanism of transfer from strategic pricing to tactical decisions and performance is further supported in this study.

Keywords: *Strategic pricing; Pricing capabilities; Export venture performance*