

Marketing capabilities and their role for B2B export venture performance

Mateja Bodlaj

University of Ljubljana, School of Economics and Business

Maja Arslanagic-Kalajdzic

University of Sarajevo

Barbara Cater

University of Ljubljana, School of Economics and Business

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Abstract

The purpose of this study is to examine the role of three marketing capabilities (i.e., informational, product development, and relationship capabilities) for B2B export venture performance. Results are reported for a sample of 260 B2B exporters across multiple industries. The findings underscore the importance of all three marketing capabilities: informational capabilities are positively related to both, product development and relationship capabilities, which in turn are positively related to export venture performance. Further, export venture positively moderates the effect of relationship capabilities on export venture performance. Finally, the study demonstrates a serial mediation effect of product development and relationship capabilities.

Keywords: *marketing capabilities; export venture performance; export venture intensity*