

Export Decision Making in SMEs: The Significance and Contribution of Product and Marketing Innovations in Export Performance

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Abstract

Primarily on the very first steps of Internationalization, SMEs rely on Product Innovation to establish a global niche market. Although Marketing Innovation has for very long been identified as an equally important determinant of successful internationalization, the relationship and the joint effect of these types of innovation have not been adequately researched. This paper hypothesizes the interplay between the two concepts and empirically supports their distinct influence on exporting performance of SMEs, within the context of an European country. With the use of structural equation modelling and SmartPLS3 software, the authors statistically verify the significant role of Product and Marketing Innovations on export performance, across all stages of Internationalization and add to our understanding of export decisions by SMEs.

Subject Areas: *Cross-cultural and International Marketing; Decision-Making; Marketing Strategy*