بخشی از ترجمه مقاله

عنوان فارسی مقاله:
تأثیر قابلیت های بازاریابی صادراتی بر عملکرد صادرات:
نقش تعديل گكتنده رقابت ناکارآمد

عنوان انگلیسی مقاله:
The effect of export marketing capabilities on export performance:
Moderating role of dysfunctional competition

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
4.3. Study limitations and direction for further research

Although this study expands knowledge on export marketing in business-to-business contexts, the results should be taken as tentative for a variety of reasons. First, one may argue that although exporting is the most popular mode of internationalization among small businesses in developing economies, small businesses that use other modes of international operation (e.g., joint ventures and foreign direct investment) could form a unique cluster and context for future research. The nature of these alternative modes of international operation may be substantially different from the exporting mode explored in the current study.

Also, we acknowledge that this is a single-country study, conducted in a relatively small Sub-Saharan African economy that is under-going significant political, economic, social, and technological transformations. While the transitions which are sweeping through many African markets are similar (Acquaah, 2007), the pace of such transformations are diverse and the size of these markets vary, providing different degrees of opportunity and challenge to firms. A fruitful avenue for future research, therefore, may be to examine the extent to which export marketing capabilities are further conditioned by degrees of marketization and size of firms’ host and home markets.