What Barriers Affect Export Marketing Performance of Iranian’s Small-Medium Firms

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Abstract
This study examines the effect that different barriers to export have on the export marketing performance of Iranian’s Small-Medium firms. This study considers a comprehensive set of potential barriers to export identified from the literature. The unit of analysis was firms engaged in exporting to foreign markets. After the pilot test the questionnaire was render to a targeted sample of 273 firms who were identified as being involved in direct exporting. The sample of firms comprised of manufacturing firms from a wide cross section of industries including construction, engineering, food industry, automotive parts, packaging, and many others. The findings indicate that export market attraction, export venture management traits and adapting to foreign market needs, as barriers to export were the significant predictors of export marketing performance.

Keywords: Export Barriers, Export Marketing Performance, Iranian’s Small-Medium Firms, Market Attraction, Management Traits, Adapting to Foreign Market

References


