Chair in Behavioral International Management
Scientific Project in Behavioral International Management
Summer 2024

Global reach, local roots?
Investigating the determinants of export performance

In the Summer term 2024 the BIM chair presents a scientific project on the captivating topic of determinants of export performance. Together we will delve into a myriad of firm-level determinants that influence export performance. Moreover, we will examine various moderators, such as home country market, to better understand the importance of different determinants across the last decades and the complexities at play.

The primary objective of this seminar is to gain a holistic understanding of what drives export performance, considering a wide array of influential factors. While firms' resources and international experience remain critical factors, we recognize that various firm-level determinants also play pivotal roles in shaping a firm's success in international markets, including networks, market strategy, and positioning, among others, to uncover additional crucial elements influencing export performance outcomes.

Teams of three students work together, tackling a topic related to this research area, each concentrating on a specific determinant and the interactions with moderators. The specific topics and team members are assigned in the week before the scientific project starts. Each team first develops a list of specific keywords to search the literature and to identify eligible existing quantitative studies. In the second step those studies that are in line with the inclusion criteria are coded (i.e., based on a coding protocol put specific information related to each study into an excel sheet, such as sample size, study country, industry, effect sizes etc.). Next the coded data is meta-analytically synthesized and the hypotheses are tested and exploratory research questions are assessed. Based on the findings the teams formulate theoretical and practical implications.

The first four weeks of the project are used to develop an understanding of the actual topic of the project and to build the foundation for the literature search as well as the use of the meta-analytic techniques. The ability to identify relevant studies is a key part of the research process. Though, the large and rapidly increasing number of articles can be overwhelming. Participants of the scientific project need efficient tools to identify, analyze, and synthesize relevant studies. Our scientific project offers an introduction to tools and techniques that help students to make sense of large bodies of literature and design search strategies that lead to manageable samples (various AI based tools in the literature search and analysis). We will use open access Excel tools and Internet-based tools in the meta-analysis. We offer weekly/bi-weekly Q&A sessions during which the teams have the opportunity to ask questions to clarify open issues. In the elearning forum students can ask their questions at any time and will receive an answer within two working days. Each team will receive starting literature tailored to

their specific topic. General readings related to each part of the paper (introduction, theory, method, results, and discussion) during the project.

At the end of the scientific project each team submits a paper (about 25 to 30 text pages at the end of week 12 of the teaching period) and presents to and discusses their findings with the other teams (15minute presentation and 10-minute discussion in weeks 13 and 14 of the teaching period). The grading of the scientific project will be based on the presentation (20%) and the final paper (80%).

Join this scientific project and let us together decode the factors behind export success!

Starting literature:

We hope the following literature sparks interest in this topic and the methodology. Please see the references below for landmark papers that summarize the topic. The methodological papers provide a basic overview of the meta-analytic approach we will use.

Starting literature related to the topic

Gupta, P., & Chauhan, S. (2021). Firm capabilities and export performance of small firms: A meta-analytical review. *European Management Journal*, *39*(5), 558-576.

Bıçakcıoğlu-Peynirci, N., Hizarci-Payne, A. K., Özgen, Ö., & Madran, C. (2020). Innovation and export performance: a meta-analytic review and theoretical integration. *European Journal of Innovation Management*, *23*(5), 789-812.

Shoham, A., & Rose, G. (2014). Export performance: A meta-analytical integration. In *Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference* (pp. 230-234). Cham: Springer International Publishing.

Starting literature related to the methodology

Grewal, D., Puccinelli, N., & Monroe, K. B. (2018). Meta-analysis: integrating accumulated knowledge. Journal of the Academy of Marketing Science, 46(1), 9-30.

Hansen, C., Steinmetz, H., & Block, J. (2021). How to conduct a meta-analysis in eight steps: a practical guide. Management Review Quarterly, 1-19.

Exemplary topics for the different teams in this scientific project

1. International experience and export performance
2. Firm networks and export performance
3. Government support and export performance
4. Market orientation and export performance
5. Entrepreneurial orientation and export performance
6. Marketing capabilities and export performance