

SESSION 2.2: RESEARCHING INTERNATIONAL MARKETS

THE IMPACT OF EXPORT ORIENTATION ON THE EXPORT PERFORMANCE OF HIGH-TECH SMEs

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ABSTRACT

This study provides empirical support for the importance of a Proactive marketing orientation in driving export success in the uncertain high-tech environment. A survey of small and medium size Canadian high-tech firms demonstrated that Proactive and Conservative export strategies and motivations produced opposite effects on export intensity. Proactiveness involves foreign demand motivations for exporting; foreign market focused marketing research and sales generating approaches. Conservativeness involves secondary research approaches, more passive sales generating strategies and export motivation based on non-foreign market factors such as government incentives.