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## **ABSTRACTS**

### **Discriminant analysis of antecedents of performance in international marketing: A study of Australian exporting companies**

Craig C. Julian

This article examines the empirical link in export market ventures of the relationship between product adaptation, promotional support, foreign market objectives, firm characteristics, distribution access, government policy, marketing orientation and export marketing performance. The study was based on an empirical investigation of firms involved in exporting to foreign countries from Australia. The sample consisted of 304 Australian firms coming from a wide cross-section of industries. Data were gathered via a self-administered mail survey of Australian exporters. The findings indicate that all eight variables, with marketing orientation being divided into internal and external marketing orientation, were significant in discriminating between high and low export marketing performance.

### **An exploratory study of strategic approach to target marketing segmentation of Australian and international students marketing strategy in higher education**

Ann Mitsis and Patrick Foley

This paper presents a new approach to higher education student segmentation of Australian and international students. It does this by investigating the relative effects of actual and perceived learning environment motivational elements of good teaching and intellectual motivation, on the course satisfaction perception of domestic and international students at an Australian university. An important finding is that intellectual motivation mediates the relationship between good teaching and course satisfaction, thus identifying a new segmentation grouping: intellectual motivation.

### **Factors influencing entry and success of firms in the export of fresh horticultural products from Ghana**

Felix Agyei-Sasu, Kwabena A. Anaman and Irene S. Egyir

This paper presents a study designed to establish the factors which influence the initial entry and continued success of Ghanaian export-based firms into overseas markets dealing with non-traditional fresh agricultural products. The analysis is based on the estimation of a Heckman selection model using data from 52 exporters of fresh horticultural commodities. Data are obtained using a semi-structured questionnaire and the model is estimated by maximum likelihood procedures. We show that the probability of success of initial entry into overseas markets by an exporter is positively influenced by the level of manager's training in export management, his/her entrepreneurial capacity, export product diversification, and government and institutional support. Perceived export barrier conditions and difficulty in accessing working capital are found to reduce the likelihood of successful entry into overseas markets. For sustained and successful ability to export to overseas markets, the manager's entrepreneurship capabilities, diversification of the export commodity base of the firm and degree of difficulty in accessing working capital determine the degree of success.

**Investigation of demographic factors influencing organizations state of mind: Ethnocentric versus Non-Ethnocentric strategic predisposition behaviour of exporting firms in Australia**

Gabriel Ogunmokun, Fiona M.Y. Chong and Ling-yee Li (Esther)

Although the topic of an organization's state of mind also referred to as strategic predisposition E.P.R.G framework (i.e. Ethnocentric, Polycentric, Regiocentric, and Geocentric) is covered in most of the international business literature, little or no empirical research has been conducted, particularly in Australia to examine the effect of demographic variables on E.P.R.G practices of exporting firms. More importantly, it is not known if an adherence to a specific strategic predisposition is related to demographic variables. This paper presents the results of a study that was designed to identify if there are significant differences in the demographic variables of the firms that are ethnocentric in nature, versus those that are non-ethnocentric.