

Abstracts

The Effect of the Internet, Firm-Specific Characteristics and Market Characteristics on Export Marketing Performance: An Empirical Investigation

Craig C Julian and Reidar Holtedahl

This study examines the impact of the Internet and certain firm-specific and market characteristics on export marketing performance. Data were gathered via a self-administered mail survey of 830 Queensland firms identified by a government department as being involved in exporting. The findings indicate that when the Internet was used to enhance the image of the firm and provide the firm with a competitive advantage it had a significant impact on the export marketing performance of Queensland export market ventures. Certain firm-specific characteristics also had a significant impact on export marketing performance.

Barriers to Commercialisation of High Technology: A Case of Photovoltaics in India

Raja Peter, Laurence Dickie and Vasanthi M Peter

India's power sector has been characterised by shortage of supply vis-à-vis demand. The loss of production stemming from India's energy shortage is estimated to be around 2% of its national income. Solar photovoltaic technology is one of the special-purpose decentralized form of power-generating units that the Ministry for New Energy Sources is trying to promote to try and alleviate the power problem in the country. An examination of the literature reveals that there are different barriers that hinder the adoption of renewable energy technologies. The purpose of this study is to empirically examine the barriers to the adoption of photovoltaic technology in India.

Modelling of Product Standardisation/Customisation Decision-Making by Exporters

Nick Grigoriou and Railton Hill

Organisations undertaking international marketing face a key managerial decision concerning product standardisation or adaptation. Product standardisation or adaptation decisions depend on managerial perceptions of the economic or behavioural payoffs to be derived from the strategy adopted. This paper explores the relevant variables that affect a manager's decision to standardise or customise their offering for international markets. We review the extensive literature that impinges upon this decision and propose a conceptual model for future testing. This model incorporates constructs of culture, country of origin perceptions, branding, and consumer behaviour and organisational intent as independent variables affecting the dependent variable of the degree of product standardisation or adaptation perceived as necessary by the export manager.

The Outcomes of Role Strain: A Cross-Cultural Comparison of Field Sales Representatives

Robert L. Engle and Melvin Prince

This study reviews contributions that support the value of cross-cultural research between the USA and Canada. The present study extends what is known about these cross-cultural differences by testing the impact of role strain on job performance, job satisfaction and life satisfaction with these two countries. The research literature suggesting similarities and differences between cultural patterns of these two societies are culled to generate hypotheses about relationships between these variables. The results show support of the role strain model tested as well as suggesting that there are significant differences in the cultural impact of these variables between field sales representatives in the USA and Canada.