

Diagnosing the Strategic and Operational Problems Encountered by UK Export Manufacturers: The Effects of Export Intensity

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Abstract

This research study focuses upon the strategic and operational problems experienced by UK small and medium sized industrial export manufacturers in explicating their commercial transactions with overseas customers. Specific attention is paid toward problems concerning export marketing information, firm-specific issues, relative export competitive position, and government involvement. In order to generate an incisive understanding of the extent to which these problems discourage export behavior, contrasts are drawn between firms characterized by high and low levels of export intensity. Also, regression analysis reveals that such an export development indicator is an important variable in understanding the type and degree to which exporting problems discourage export behavior. Several implications are derived from this study for management and public policy audiences, and discussion is given to the manner in which export problems can be circumvented for firms characterized by different levels of export intensity.