ANNEX 5: MAIN SOURCES OF SURVEY QUESTIONS

ANNEX 5: MAIN SOURCES FOR SURVEY QUESTIONS

(i) Company particulars
Sales: (Chetty, 2000).
Employees: (Bijmolt, 1994: Cavusgil, 1994)
Firm status (e.g. independent): (Bijmolt, 1994)
Written business plan: (Bijmolt, 1994)

(ii) Main technology
- chiefly own industry knowledge

(iii) Products
Product policy: (Crick, 1995)
Product type: (Cavusgil, 1994)
Product modification: (Beamish, 1993)
Product differentiation: (Ogunmokun, 2004)
Product uniqueness: (Aaby, 1989)
Product mix: (Chetty, 1993)
Product adaptation/ strength: (Zou, 1998)

(iv) Export organisation
Export department: (Gemunden, 1991; Bijmolt, 1994; Crick, 1995; Zou, 1998);
Export manager: (Bijmolt, 1994);
Export policy: (Chetty, 1993);
Export market research: (Bijmolt, 1994)
Export planning: (Chetty, 1993, Zou 1998)

(v) Export history
Years exporting: (Aaby, 1989; Bijmolt, 1994; Cavusgil, 1994; Crick, 1995; Thirkell, 1998)

Management attitudes, perceptions, orientation etc

(vi) Information sources and use of
Gemunden, (1991); Zou (1998); Chetty, 2000; Souchon, 2000; Crick, 1995

(vii) Product pricing
Beamish (1993; Bijmolt, 1994; Kotler, 1996; Zou (1998); Crick, 1995

(viii) Market selection
(Chetty; 1993; Crick; 1995); Rahman, 2003; Wood, 2000; Koch, 2001

(ix) Export markets
Beamish (1993); Aaby, 1989; Cavusgil, 1994; BETRO (1976); Chetty, 2000; Crick, 1995; Thirkell 1998

(x) Promotion
Beamish (1993); Aaby, 1989; Holzmuller (1991); Crick, 1995; Zou, 1998
Crick, 1995; Thirkell 1998)
(xi) External services
(Crick, 1995; Ogunmokun, 2004; Crick, 2000; Johnsen et al, 1999)

(xii) Performance & profitability
Crick, 1995; Chetty, 2000

(xiii) Marketing & distribution
Bijmolt (1994); Chan, 1992; Ogunmokun, 2004; Zou, 1998; Chetty, 2000; Cavusgil, 1994; Chetty, 1993; Crick, 1995)

(xiv) Main benefits from exporting.
Earlier sector surveys: NEDO research

(xv) Main obstacles
(As previous)