Global orientation and export competitive advantage: A study of Malaysian firms [Abstract]

This item was submitted to Loughborough University's Institutional Repository by the/an author.


Additional Information:

- This is an abstract of a conference paper.

Metadata Record: https://dspace.lboro.ac.uk/2134/33286

Version: Accepted for publication

Rights: This work is made available according to the conditions of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0) licence. Full details of this licence are available at: https://creativecommons.org/licenses/by-nc-nd/4.0/

Please cite the published version.
Global orientation and export competitive advantage:
A study of Malaysian firms

Abstract

Recent globalization studies pinpoint to tracing the way that a global orientation is implemented and the effect it has on shaping firm's performance. The globalization literature connects the creation of competitive advantages with following a more standardized marketing approach across global markets, whereas the marketing adaptation literature declares that adaptation is necessary when consumers needs and wants differ significantly. Yet, there exists a lack of conceptual clarity and empirical evidence as to whether, and how, global export orientation and adaptation can be reconciled for competitive advantage. This study makes a step toward addressing this knowledge void by examining the interplay between global export orientation and product adaptation in realizing cost advantage and distribution advantage. Drawing on cross-sectional survey data from 144 Malaysian exporters, the results demonstrate that global export orientation has a positive impact on both cost and distribution competitive advantages. However, the quantity of export product adaptation pursued has a double-edged moderating effect. While on one hand adaptation weakens the global export orientation-cost advantage relationship, hindering the attainment of cost advantages, on the other it holds a positive moderating effect for the global export orientation-distribution advantage relationship.