

AN EXAMINATION OF THE RELATIONSHIP BETWEEN MANAGEMENT STRATEGIES AND EXPORT PERFORMANCE

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ABSTRACT

International trade has been making into a more complex structure in the competitive environment day by day. Local businesses have to be in international markets and competitive environments so that they can maintain growth. They also need to choose proper strategies to become profitable in those markets. It is one of the obligations for local businesses to possess strategies that can foresee the risks in markets and use those strategies actively. It is seen that local businesses prefer markets with characteristics similar to their own country and cultures. There are several factors that can affect businesses' performance in international competition. One of the most important of these factors is the fact that local businesses must know cultural characteristics of the countries to which there will be export for the first time and the legal regulations there. In this research, the relationship between management strategies and export performance is examined.

Keywords: Management, Local Businesses, Strategy, Export Performance.