

The Relationship Between Manufacturing Strategy and Export Performance in Australia



Essay from the year 2015 in the subject Business economics - Business Management, Corporate Governance, language: English, abstract: This literature review identifies the relationship between manufacturing strategies and export performance of big and small firms. Johnson stated that back in 1960 Australian manufacturing contributed around 25% to the GDP, which got reduced to around 6.8% in the most recent years. The manufacturing in Australia is mostly centered on a few prominent sectors, like food and beverages, petrochemicals, machines and tools, metal products, textile clothing, and footwear. In the most recent years, it can be seen that most of the products manufactured in Australia are exported to the foreign countries. Different industries such as food processing, textile, motor vehicles and automotive industry, chemical industry a few prominent industries, fall under the purview of the manufacturing sector in Australia. The recent statement of the International Monetary Fund chief Christine Lagarde about the world economic scenario indicates that the largest export market of Australia, namely, China will continue to show a downward trend in the economy. In the current year, the Chinese economy is assumed to grow at 6.9 % in the current year 2016 although the other developing economies, such as India and western countries, such as Europe and America are showing a bit recovered growth rate. It indicates that the Australia needs to rediscover its manufacturing strategy which should be aligned to the markets in these countries. The current study finds its objectives in the research, which explores any significant correlation between the manufacturing practices and export performance of manufacturing in Australia.

influence of relationship marketing components on export The research results, based on 142 small export manufacturing firms suggest EMO influences performance the relationship between EMO and export performance. The .. Performance: An Analysis of Australian Exporters., ANZMAC 2005 **The impact of barriers to export on export marketing performance** Poor conceptualization of the export performance construct may undermine theory . Styles cross-validated the (refined) framework in two countries: Australia and .. management on export performance of chinese manufacturing enterprises. Empirical approach to sequential relationships between firm strategy, export **Organizational Culture and Behavior: Concepts, Methodologies, - Google Books Result** This study investigates the strategies adopted by Australian manufacturing firms to continued production and business performance over the period. provider of employment and a source of export revenue for Australia. as corporate culture, managerial, operations and marketing that have a strong relationship with. **Strategy Factors Associated with the Export Performance of** Skinner, W. (1992): Missing the Links in Manufacturing Strategy, in: Voss, C. A. variables on export performance: an empirical investigation in Australia and the Commitment in Buyer-Seller Relationships: A Preliminary Conceptualisation, **The export marketing performance of Australian export market** International strategy formation in small Canadian high-technology companies A Export performance measures in Australia and the United Kingdom. Export performance: Success determinants for New Zealand manufacturing exporters. Contingency relationships between entrepreneurship, export channel structure **The Mediating Role of Competitive Strategies in the Effect of Firm** International transferability of Japanese management strategies to Australia. International Journal of Advanced Manufacturing Technology, 72(5-8), Strategic orientation, capabilities, and performance in manufacturer: 3PL relationships. on export performance: An empirical investigation in Australia and the UK. **A Conceptual Framework of the Determinants of Export Performance** Firm Export Performance: A Review of Empirical literatures. Between dimensions of export marketing strategy and the relationship between export marketing strategy and firm export performance .. international marketing for Australia firms mentioned that focusing only on the decrease of manufacturing costs might. **Managing Supply Chains: Challenges and Opportunities - Google Books Result** keting, dealing in particular with the relationship between internal and external factors between export performance and marketing strategy, this paper suggests a .. cording to their findings, the higher the manufacturing complexity of Aus-. **E-commerce and Export Performance - Google Books Result** between psychic distance, export marketing strategy and performance and that there exists a strong relationship between the level of international . performance results are possibly related with scale economics, manufacturing capacities, and . International standardization strategies: the experiences of Australian and **The impact of industry characteristics on firms export intensity - Apr** This paper examines the relationship between firm size, domestic sales and export performance for a sample of Australian manufacturing firms. **A critical analysis of measurement models of export performance** port performance of smes in the Malaysian manufacturing sec- tors. capabilities and strategy types on the export performance of smes, and the environment moderating effect on the relationship between the distinctive Practical Australian.