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Does export product adaptation enable customer value creation? An examination of Finnish exporters

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<http://www.rug.nl/emacs2017/>

PUBLISHER

EMAC

VERSION

AM (Accepted Manuscript)

PUBLISHER STATEMENT

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REPOSITORY RECORD

Tsougkou, E., Joao S. Oliveira, John W. Cadogan, Ian R. Hodgkinson, T. Laukkanen, Vicky Story, Nahid M. Yazdani, and Nathaniel Boso. 2019. "Does Export Product Adaptation Enable Customer Value Creation? an Examination of Finnish Exporters". figshare. <https://hdl.handle.net/2134/24563>.

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International marketing literature has provided strong evidence about the role of adaptation strategy on influencing export performance. Yet, the association between adaptation strategy and the central marketing concept of customer value creation remains unexplored. Based on the indication that the ambiguity of the existing findings on whether adaptation is the preferred choice of export strategy is due to semi-conceptualization, we focus on product adaptation for which we adapt a double-faceted approach, consisting of quantity and intensity. The examination of 249 cases of Finnish exporters indicated that export product adaptation has a positive impact on customer value creation in export markets. This relationship becomes even stronger when the intensity of the adaptation is high, contrary to the negative influence that is exerted when the number of export products and export customer dynamism are high.

Product adaptation quantity, Product adaptation intensity, Export customer value creation
International and Cross-Cultural Marketing