

Does a greater institutional distance between an SME's home country and its export destinations induce greater competitive aggressiveness? A configurational approach

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Abstract

Despite earlier research efforts, there is still a lack of evidence about the impact of the institutional environment on firms' competitive aggressiveness. This study aims to combine the awareness-motivation-capability (AMC) framework with the impact of the institutional environment and assess its effect on firms' competitive aggressiveness and financial performance. The analysis results suggest that a greater distance between a firm's home country's institutional environment and that of its export region is associated with increased competitive aggressiveness. Our study extends the awareness-motivation-capability (AMC) framework to competitor analysis at the firm-export market competitor level.

Keywords: SME; competitive aggressiveness; institutional distance; financial performance

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