

## **Research Project**

### **Organizational Performance and Export Performance: Modeling and Determinants**

Based on a broad modeling of the factors that seem to influence performance, including variables related to three major areas of influence: the business environment, the idiosyncratic characteristics of each company and the strategies adopted by them, this study will propose models that are testable by structural equations. Special care will be taken in the conceptualization and operationalization of the variables involved, which will be operationalized as latent variables represented by multiple indicators. In particular, tests of the psychometric properties of constructs (internal consistency, one-dimensionality, and reliability) will always precede tests of substantive relationships between constructs. The lack of secondary databases with information on the performance of Brazilian companies (especially in the case of privately held companies) and export performance makes it necessary to collect primary data, which will be carried out through surveys, with questionnaires, accompanied by prepaid response envelopes sent by mail.