

Research Project

Impacts of Export Support Programs

Despite the considerable increase in exports (both products and services), many companies are still unable to exploit the full potential to sell more profitably abroad. Partly, such loss of opportunity is due to lack of resources (financial, managerial, relational) and also lack of knowledge about overseas markets. Export support programs can fill this gap, thus bringing benefits to companies and the country. However, further studies are needed to understand (a) whether the expected benefits of these programs have actually been achieved; (b) whether the magnitude of the impact on business performance is context-dependent (e.g. environmental, company and industry characteristics), and (c) why many companies that would be targeted by such programs do not use them. In particular, there is relative scarcity of these studies in emerging countries. The objective of this research project is to evaluate the impacts (at different levels of analysis and under different performance perspectives) of some categories of export support programs, in order to suggest recommendations for companies (both those that use and those that do not use such programs) and for the managers of such programs. Methodological care will be taken to address self-selection bias (e.g. use of PSM – propensity score matching) and to incorporate time lag between program entry and outcome manifestation (use of panel data).