Advisory Board Grant Report

Dr. Ali Kara

The research I presented at the Academy of Marketing Science conference was mainly focused on examining firm export effectiveness. In other words, we looked at various factors that are hypothesized to influence firm effectiveness in international markets using a Resource-Based Approach (RBA) marketing theory. Our presentation at the conference resulted in very positive/supportive responses and suggestions for improvements from the conference attendees. As a result of the comments we have received from the conference presentation, we re-organized the study and submitted it to a well-respected marketing journal—***Journal of Marketing Theory and Practice***.  After revising the manuscript based on the reviewers’ suggestions (first revision) in the fall, we just received a request for a second revision with very minor changes to move the manuscript to the final acceptance stage. Our second revision is due by July 18, 2020.  We strongly believe that this will be the last revision request and the manuscript will be accepted for publication after this revision. We hope that the manuscript will be published in early 2021.  I really appreciate the financial support I have received from the Advisory Board and PSU in the form of an international marketing conference attendance, which led to improvements in the manuscript and provided me a chance to get it published in a respected marketing journal.

Respectfully submitted,

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