

8. References

- Alix Partners. (2009, May). *Manufacturing-Outsourcing Cost Index - Overview and Highlights*. Retrieved March 28, 2010, from ProMéxico:
<http://www.promexico.gob.mx/work/sites/Promexico/resources/LocalContent/1092/2/AlixPartners2009.pdf>
- Altintas, H., Tokol, T., & Harcar, T. (2007). Do innovative activities matter to small firms in non R&D intensive industries? An application to export performance. *EuroMed Journal of Business*, 36-56.
- Alvarez, R. E. (2004). Sources of export success in small-and medium-sized enterprises: the impact of public programs. *International Business Review*, 383-400.
- Amoroso, N., Chiquiar, D., Quella, N., & Ramos-Francia, M. (2008). *Determinants of Mexico's Comparative Advantages and of the Performance of its Manufacturing Exports during 1996-2005*. Mexico City: Banco de México.
- Ang, R. P., & Teo, J. C. (1995). *Philippine Export Promotion Policies and their responsiveness to European market conditions*. Centre for International Management and Development Antwerp.
- Blanke, S. (2009). Mexiko: Große Krise-k(l)eine Antworten. *Nueva Sociedad Sonderheft*, 147-162.
- Cadogan, J. W., Diamantopoulos, A., & de Mortanges, C. P. (1999). A Measure of Export Market Orientation: Scale Development and Cross-cultural validation. *Journal of International Business Studies*, 689.
- Çavuşgil, S. (1984). Differences among exporting firms based on the degree of internationalization. *Journal of Business Research*, 195-208.
- CEPAL. (2009). *Anuario estadístico de América Latina y el Caribe*. Retrieved March 8, 2010, from CEPAL:
http://www.cepal.org/publicaciones/xml/6/38406/LCG2430b_2.pdf
- CEPAL. (2010). *Estadísticas de América Latina y el Caribe*. Retrieved February 18, 2010, from CEPAL:
<http://websie.eclac.cl/sisgen/ConsultaIntegrada.asp?idAplicacion=6&idTema=119&idIndicador=884&idioma>
- Chiquiar, D., & Ramos-Francia, M. (2009). *Competitiveness and Growth of the Mexican Economy*. Banco de México.
- Colín, M. (2010, March 1). *El Financiero en línea*. Retrieved March 05, 2010, from El Financiero en línea:
<http://www.elfinanciero.com.mx/ElFinanciero/Portal/cfpages/contentmgr.cfm?docId=248163&docTipo=1&orderby=docid&sortby=ASC>

- Crick, D. (1995). An investigation into the targeting of U.K. export assistance. *European Journal of Marketing*, 76-94.
- Crick, D. (2004). UK SME's decision to discontinue exporting: an exploratory investigation into practices within the clothing industry. *Journal of Business Venturing*, 561-587.
- Czinkota, M. (1982). *Export Development Strategies*. New York: Praeger.
- David, J.-P. (2004). Internacionalización de las PYME: Una herramienta de análisis. *Comercio Exterior*, 152-158.
- De Toni, A., & Nassimbeni, G. (2001). The export propensity of small firms - A comparison of organisational and operational management levers in exporting and non-exporting units. *International Journal of Entrepreneurial Behaviour & Research*, 132-147.
- del Pilar, M., & Rodríguez, A. (2004). Confianza y compromiso entre proveedor y exportador: El caso de Guanajuato, México. *Comercio Exterior*, 70-79.
- Doole, I., Grimes, T., & Demack, S. (2006). An exploration of the management practices and processes most closely associated with high levels of export capability in SMEs. *Marketing Intelligence & Planning*, 632-647.
- Dussel Peters, E. (2005). *The implications of China's entry into the WTO for Mexico*. Berlin: Heinrich Böll Stiftung/ Global Isse Papers.
- Ernst, C. (2005). *Trade liberalization, export orientation and employment in Argentina, Brazil and Mexico*. Employment Analysis Unit / Employment Strategy Department.
- Eßer, K., Hillebrand, W., Messner, D., & Meyer-Stamer, J. (2001). *Systemische Wettbewerbsfähigkeit und Entwicklung*. Bonn: Deutsche Stiftung für internationale Entwicklung.
- Fernández Collado, C., Hernández Sampieri, R., & Baptista Lucio, P. (2006). *Metodología de la Investigación*. México: McGraw - Hill/Interamericana Editores.
- Filatotchev, I., Liu, X., Buch, T., & Wright, M. (2006). *The export orientation and export performance of high technology SMEs in emerging markets - the effect of knowledge transfer by returnee entrepreneurs*. Research Papers.
- Francis, J., & Collins-Dodd, C. (2004). Impact of export promotion programs on firm competencies, strategies & performance. *International Marketing Review*, 474-495.
- Francis, J., & Collins-Dodd, C. (2000). The Impact of Firms' Export Orientation on the export performance of high-tech small and medium-sized enterprises. *Journal of International Marketing*, 84-103.
- Geertz, C. (1973). The interpretation of cultures. *New York: Basic Books*, 3-30.

- Glaser, B., & Strauss, A. (1967). *The discovery of grounded theory*. Chicago: Aldine.
- Javalgi, R. G., White, S. D., & Lee, O. (1999). Firm Characteristics Influencing Export Propensity: An Empirical Investigation by Industry Type. *Journal of Business Research*, 217-228.
- Jenkins, R., Dussel Peters, E., & Mesquita Moreira, M. (2007). The Impact of China on Latin America. *World Development*, 235-253.
- Katsikea, E., & Morgan, R. E. (2003). Exploring export sales management practices in small- and medium-sized firms. *Industrial Marketing Management*, 467-480.
- Katsikeas, C. S. (1996). Ongoing export motivation: differences between regular and sporadic exporters. *International Marketing Review*, 4-19.
- Kazem, A., & van der Heijden, B. (2006). Exporting Firms' Strategic Choices: The Egyptian SMEs in the Food Industry. *SAM Advanced Management Journal*, 21-33.
- Lages, L. F., Silva, G., & Styles, C. (2009). Relationship Capabilities, Quality, and Innovation as Determinants of Export Performance. *Journal of International Marketing*, 47-70.
- Ledermann, D., Olarreaga, M., & Perry, G. (2006). *Latin America and the Caribbean's Response to the Growth of China and India- Overview of Research Findings and Policy Implications*. The World Bank.
- Lim, J.-S., & Sharkey, T. W. (2006). Strategic impact of new product development on export involvement. *European Journal of Marketing*, 44-60.
- Moreno-Brid, J. C., & Ros, J. (2009). *Development and Growth in the Mexican Economy - a historical perspective*. New York: Oxford University Press.
- Naidu, G., & Prasad, K. V. (1994). Predictors of Export Strategy and Performance of Small- and Medium Sized Firms. *Journal of Business Research*, 107-115.
- Naidu, G., & Rao, T. (1993). Public Sector Promotion of Exports. *Journal of Business Research*, 85-101.
- n-tv. (2007, June 19). *Weniger Exportsubventionen - China bremst Wachstum*. Retrieved March 28, 2010, from n-tv: <http://www.n-tv.de/wirtschaft/meldungen/China-bremst-Wachstum-article344678.html>
- OECD. (2008). *Latin American Economic Outlook 2008*. Development Centre of the Organisation for Economic Co-operation and Development.
- Okpara, J. O. (2007). *Strategic Export Orientation and Internationalization Barriers: Evidence from SMEs in a Developing Economy*. *Journal of International Business and Cultural Studies*.
- Rogers, E. M. (1995). *Diffusion of innovations*. New York: Free Press.

Romero, I. (2009). *La crisis en América Latina y el Caribe y oportunidades*. Mexico City: CEPAL.

Roper, S., & Love, J. H. (2001). *Innovation and export performance: evidence from UK and German manufacturing plants*. Belfast: Northern Ireland Economic Research Centre.

Rubin, J. H., & Rubin, S. I. (1995). *Qualitative Interviewing - The art of hearing data*. Boston: Sage Publications, Inc.

Samiee, S., & Walters, P. G. (2002). Export education: perceptions of sporadic and regular exporting firms. *International Marketing Review*, 80-97.

Secretaría de Economía. (2010). *Estadísticas de Comercio Internacional*. Retrieved February 18, 2010, from Secretaría de Economía: http://www.economia-snci.gob.mx/sph_pages/estadisticas/cuad_resumen/expmx_e.

Secretaría de Economía. (2010). *Prioridades para la promoción internacional - Principales sectores y elementos de coordinación entre la Cancillería y ProMéxico*. México: Gobierno Federal México.

Seringhaus, F. R., & Rosson, P. J. (1991). *Export Development and Promotion: The Role of Public Organization*. Kluwer Academic Publishers.

Shamsuddoha, A., & Yunus Ali, M. (2006). Mediated effects of export promotion programs on firms export performance. *Asia Pacific Journal of Marketing and Logistics*, 93-110.

Solberg, C. A., & Olsson, U. H. (2010). Management orientation and export performance: the case of Norwegian ICT companies. *Baltic Journal of Management*, 28-50.

Sterlacchini, A. (1999). Do innovative activities matter to small firms in non- R & D intensive industries? An application to export performance. *Research Policy*, 819-832.

The Economist. (2010, January 7). *China's export prospects - Fear of the dragon*. Retrieved January 13, 2010, from The Economist: http://www.economist.com/businessfinance/displaystory.cfm?story_id=15235078

The Economist. (2009, November 19). *Mexico's economy - A different kind of recession*. Retrieved January 13, 2010, from The Economist: http://economist.com/world/americas/displaystory.cfm?story_id=14917758

The US-China Business Council. (2010). *US-China Trade Statistics and China's World Trade Statistics*. Retrieved March 26, 2010, from The US-China Business Council: <http://www.uschina.org/statistics/tradetable.html>

U.S. Census Bureau. (2010). *Foreign Trade Statistics*. Retrieved February 18, 2010, from U.S. Census Bureau: <http://www.census.gov/foreign-trade/balance/c2010.html#2009>

Ural, T., & Acaravci, S. K. (2006). The effects of a firm's Strategic Factors on Export and Firm Performance: A comparison of permanent and sporadic exporters. *Problems and Perspectives in Management*, Volume 4.

Vila, N., & Kuster, I. (2007). The importance of innovation in international textile firms. *European Journal of Marketing*, 17-36.

Welch, C. L., & Welch, L. S. (2009). Re-internationalisation: Exploration and conceptualisation. *International Business Review*, 567-577.

White, S. D., Griffith, D. A., & Ryans, J. K. (1999). Profiling exporting and nonexporting service firms: Critical differences to decision-makers. *Thunderbird International Business Review*, 195-213.

Williams, J. E. (2008). Export information use in small and medium-sized industrial companies. *International Marketing Review*, 44-66.

Wilson, D. T. (1995). An Integrated Model of Buyer-seller Relationships. *Journal of the Academy of Marketing Science*, 335-345.

World Economic Forum. (2009). *The Global Competitiveness Report*. Retrieved February 18, 2010, from World Economic Forum: <http://www.weforum.org/en/initiatives/gcp/Global%20Competitiveness%20Report/index.htm>

Wortzel, L., & Wortzel, H. (1981). Export marketing strategies for NIC and LDC-based firms. *Columbia Journal of World Business*, 51-60.

WTO. (2009). *International Trade Statistics*. Retrieved February 18, 2010, from WTO: http://www.wto.org/english/res_e/statis_e/its2009_e/its2009_e.pdf