



XXXI Jornadas
Hispano-Lusas
de **Gestión Científica**
"En la era de la digitalización y la sostenibilidad"

Toledo, 2 al 5 de febrero de 2022



Libro de Resúmenes



CATEDRAL PRIMADA
de España



TOLEDO
SAN PEDRO MÁRTIR
Sede Universitaria



ALCÁZAR
de Toledo



Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura



Patrimonio Mundial
en España



DIRECCIÓN ESTRATÉGICA

INTERNATIONAL PERFORMANCE – THE ROLE OF DETERMINANTS and inducing FACTORS

Isabel Maldonado
ianm@uportu.pt

REMIT – Research on Economics, Management and Information
Technologies and GOVCOPP – Research Unit on Governance,
Competitiveness and Public Policies, Portucalense University

Carlos Pinho
cpinho@ua.pt

GOVCOPP – Research Unit on Governance, Competitiveness and Public
Policies, Universidade de Aveiro

Carla Azevedo Lobo
cadsa@upt.pt

REMIT – Research on Economics, Management and Information
Technologies and IJP – Portucalense Institute for Legal Research,
Portucalense University

Luís Miguel Pacheco
luisp@upt.pt

REMIT – Research on Economics, Management and Information
Technologies and IJP – Portucalense Institute for Legal Research,
Portucalense University

ABSTRACT: This study aims to analyse the relationship between the company's internationalization performance and the factors that determine and induce this internationalization process. To this end, we sent out a questionnaire to Portuguese exporting companies, containing questions regarding determinant factors associated with both the characteristics of the origin market and the target market of the internationalisation process and internationalisation inducing factors. The results indicate a positive relation with the characteristics of the domestic market, more specifically with the need to reduce and diversify risk and the need to win new markets and consumers. Regarding the characteristics of the foreign market, there is a positive relation with the determinants: follow customers and favourable perspectives of growth in the new market. In relation to the internationalisation inducing factors, we found the existence of a positive relation with formal and informal contact network, as well with specific

employee skills, international experience and strong propensity for entrepreneurship and risk-taking.

KEYWORDS: Internationalization; International performance; Internationalization determinants; Networks; Competencie