

DIRECCIÓN ESTRATÉGICA

DO CERTIFIED FIRMS PRESENT HIGHER LEVELS OF INTERNATIONALIZATION? THE CASE OF PORTUGUESE INDUSTRIAL SMES

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ABSTRACT: In the last decades the academic literature has devoted a considerable attention to the determinants of export performance. In result of those research efforts in identifying and examining the influence of such determinants, the literature presents a wide set of variables associated with higher levels of exports. This paper provides a contribution to that literature trying to evidence the relevance of firm certification – namely in terms of firm quality and good governance – in export performance. The paper analyzes an unbalanced sample of 1684 Portuguese industrial SMEs, for the period 2010 to 2020, uses other determinants of internationalization as control variables and explores the possibility of moderating effects in the relation certification-internationalization. The results evidence the importance for firms of having certain ISO certifications in order to further develop their export activities and increase their acceptance in foreign markets. Albeit certification seems to reinforce the positive relation between firm age and size and internationalization, there seems to be absent any significant differences between sectors of activity.

KEYWORDS: Internationalization, SMEs, firm certification, liability of foreignness