Export and Export Performance Theories

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1. Introduction

In recent years, Vietnam's exports have made important contributions to economic growth in addition to consumption, investment and imports. High and relatively stable export growth for many years has contributed to macroeconomic stability such as limiting trade deficit, balancing the international payment balance and increasing foreign currency reserves. Export development has contributed to job creation, income generation, and poverty reduction, especially in rural areas. Export development has also had a positive effect in raising labor qualifications, limiting the gap between the rich and the poor between rural and urban areas, and promoting the economic transition towards industrialization. modernization.

Vietnam is standing at the threshold of economic integration, which is both an opportunity and a challenge for our country, many economic issues are directly affected as import-export of Vietnam. As a developing country, Vietnam is still a trade deficit. Joining trade organizations, signing bilateral and multilateral trade agreements has opened up many opportunities for Vietnam to promote its strengths, remove restrictions on export markets and create a trade environment. new trade. The growth of exports and its contribution to economic development in recent years are an example of Vietnam's effective use of these opportunities.

Export results are considered as the result of business activities of enterprises in export markets (Shoham, 1996; Katsikeas et al., 2000; Chen et al, 2016); such as an assessment of the firm's goals (including strategic and financial), in relation to the export of products to the market, are achieved through the implementation of an export marketing strategy (Cavusgil & Zou, 1994); such as the extent to which an enterprise fulfills its goals when selling products to international markets (Navarro et al., 2010); as a result of corporate international activities (Jalali, 2012).

Over the past 2 decades, there have been many studies by domestic and foreign scientists on this field. When doing research on export results, scientists approach in two directions: (i) micro perspective, enterprise perspective by quantitative method through survey of exporting enterprises using data elementary (Peter and Ramadhani, 1998; Katsikeas et al, 1995; Craig, 2003; Tuba and Selcuk, 2005; Miltiadis et al, 2008; Seyed, 2012; Salem, 2014; Tran Thanh Long et al, 2014; Bui Thanh Trang and Le Tan Buu, 2015), or (ii) approach at macro and economic perspective, using quantitative methods using Gravity model through the criteria of The economy uses secondary data (Nguyen Quynh Huy, 2018; Tran Nhuan Kien and Ngo Thi My, 2015; Drama et al., 2014; Hatab et al., 2010). However, the studies were mainly conducted in developed countries that differed significantly in the degree of economic and cultural development from Vietnam; The difference between implementation in previous times is that Vietnam is an official member of Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), plus ASEAN Community officially came into force;

2. Literature review

2.1. Theoretical background on export

2.1.1. The theory of the absolute advantage of Adam Smith

Adam Smith (1723 - 1790) was the first to propose the theory of absolute advantage. Absolute advantage is the advantage gained in international trade exchange when each country focuses on manufacturing and exchanging products with lower production costs compared to other countries and lower than the international average cost, all countries benefit.

His doctrine of absolute advantage explained the origin of foreign trade, explaining the benefits of states when engaging in international trade. The foundation of the doctrine of absolute advantage is based on the principle of division of labor. States should specialize and focus on producing goods that they have the advantage of, thereby allowing them to produce products at a lower cost than others, then proceeding to exchange. With other countries, both sides will benefit. Under these conditions, the state is required to make effective use of its resources. Thus, absolute advantage has described the direction of specialization and exchange between countries and partly explained the reason of international trade for some commodities and between developing countries and countries. developed country.

However, the absolute doctrine of the author Adam Smith cannot explain why countries with similar advantages do trade with each other. For example, if a country has a disadvantage in producing all types of products, or if there are similar conditions among those countries in terms of production costs of goods, will there be international trade? ? To explain this problem, David Ricacdo's theory of comparative advantage (1772 - 1823) was born. (Paul R. Krugman-Maurice Obsfeld, international economics - theory and policy); volume I (Issues of international trade); National Political Publishing House, Hanoi-1996).

2.1.2. David Ricardo's theory of comparative advantage

If the theory of absolute advantage builds on the difference of capital and labor between countries, the theory of comparative advantage stems from the relative production efficiency.

David Ricardo argues that each country benefits when it specializes in manufacturing and exporting goods that it can produce at a relatively low cost (or relatively more efficiently than other countries); on the contrary, each country benefits if it imports goods that it can produce at a relatively high cost (or relatively less efficient than other countries). The principle of comparative advantage states that a country can gain from trade whether it is absolutely more efficient or absolutely less efficient than other countries in producing all goods. The principle of comparative advantage is a key concept in international trade research.

Thus, according to David Ricardo, if a country is less effective than other countries in most product categories, it can still engage in international trade to create national benefits. By specializing in the production and exportation of goods of relative advantage, by importing goods that their production faces the most disadvantages. Thus, international trade can still take place for every country in the world, allowing countries to use their resources appropriately and effectively at the same time to benefit both sides, as well as both sides. make the world's wealth increase.

The theory of comparative advantage states that, if a country focuses on producing and exchanging goods that its production represents a favorable correlation between its particular costs levels at the average of the world, and at the same time choose and combine the advantages of one nation with the advantage of another country, the maximum effect will be achieved despite limited resources. For a country, the production of goods and services is not as effective as other countries, but in many cases, they still get benefits, even higher benefits than others if that country. Specialize in the production and export of goods that require relatively cheap resources and are available domestically, importing goods for which their production requires many domestic expensive and scarce factors.

Although the comparative advantage theory still faces some bottlenecks when dealing with complex issues of modern international trade, this theory has played an important role in controlling the development of trade. international trade, is the scientific basis for each country to select and identify appropriate export products based on the analysis of comparative advantages in production resources, thereby actively participating in public cooperation and international cooperation, contributing to the economic growth of each country and the world. (Paul R. Krugman-Maurice Obsfeld, international economics - theory and policy); volume I (Issues of international trade); National Political Publishing House, Hanoi-1996

2.1.3. Heckscher Theory - Ohlin

The Heckscher-Ohlin model, sometimes referred to as the HO Model, is an overall equilibrium mathematical model in international trade theory and international labor division used to predict which countries will produce. which items are based on nationally available production factors.

Ricardo's theory emphasizes that comparative advantage stems from differences in productivity. Therefore, whether Ghana is more effective than South Korea in cocoa production depends on the efficiency of its resources. Ricardo emphasizes labor productivity and argues that labor productivity differences across countries imply comparative advantage. Two Swedish economists, Eli Heckscher (in 1919) and Bertil Ohlin (in 1933) gave another explanation for comparative advantage. They show that comparative advantage stems from differences in the availability of production factors.

By using the concept of availability, the two authors want to address the extent to which a country has resources such as land, labor, and capital available. Countries with different availability of factors, and the availability of those different factors explain the differences in factor prices; in particular, the greater the abundance of a factor, the lower the price of that factor.

The Heckscher-Ohlin theory predicts that countries will export goods that use a large amount of factors in that country and import goods that use a lot of scarce factors in that country. .

Thus, H-O theory tries to explain the model of international trade that we see on the world market. Like Ricardo's theory, H-O theory believes that free trade will be beneficial. However, unlike Ricardo's theory, HO theory argues that the model of international trade is more determined by differences in the availability of production factors than by differences in productivity. labor.

H-O theory is easily proved in practice. For example, the United States for a long time was a major exporter in the world in agricultural products, and this reflected part of the extraordinary abundance of the United States in cultivable land. operative. Or conversely, China excels at exporting goods made in labor-intensive industries such as textiles and footwear. This reflects China's relative abundance of cheap labor. The United States, which doesn't have much cheap labor, has long been a major importer of these goods. Note that the availability here is relative, not absolute; one country may have an absolute greater number of land and labor factors than another, but only a relative abundance of either of these factors (Paul R. Krugman-Maurice Obsfeld, international economics - theory and policy); volume I (Issues of international trade); National Political Publishing House, Hanoi-1996.

2.1.4. Michael Porter's theory of competitive advantage

The theory of comparative advantage is widely applied in international trade. However, at present, in order to study economic and trade relations among countries, researchers often mention some criteria used to compare the level of economic development among countries such as economic environment. business, quality of human resources, the role of institutions, the financial system, the openness of the economy ... Summarizing these factors, people often use the concept of competitive advantage or competitiveness of the country. It is the capacity of the national economy to achieve and maintain high growth on the basis of other policies, institutions and economic characteristics. According to M.Porter, a country's competitive advantage depends on factors such as:

(1) The condition or condition of the production factor represents the national position of human resources, natural resources, capital, infrastructure, scientific and technical potential ... (2) domestic demand reflects the nature of the country's market demand for products and services of a sector; (3) Strategy, structure of the company and competitors showing the manner and environment in which the company is established, organized and managed, as well as the status and nature of the competitors in country; (4) Actual situation of supporting

and related industries having international competitiveness; (5) Abnormal factors such as: scientific inventions, biotechnology, sudden increase in input costs such as monetary shock, monetary and financial market, sudden increase in demand, force majeure events such as coups, wars ... and (6) The role of the Government in influencing factors determining national competitive advantage (Michael E. Porter, Competitive Advantage, Youth Publishing House, 2016).

In summary: The theory of absolute advantage of Adam Smith (1723 - 1790); The theory of comparative advantage by David Ricardo (1772 - 1823); Heckscher Theory - Ohlin; The theory of competitive advantage of Michael Porter (1947 - present), presented the benefits of exporting and participating countries in international trade activities for two basic reasons; Each reason is related to the benefits gained from trade. First, countries conduct trade with each other because they are different. Like individuals, nations can benefit from their differences by reaching an arrangement whereby each country will do what it can in a relatively better way. Secondly, countries conduct trade with each other to gain advantage thanks to the scale of production. That means that if each country goes into specialization, in some goods, it can produce each of these goods on a larger scale and thus be more effective than in the case of that country. produce everything. In the real world, international trade patterns reflect the interplay of both of these motives. However, the first step towards understanding the causes and effects of trade, is to consider simplified models in which only one of the above motives is demonstrated.

2.1.5. New institutional theory

The term "institution" is borrowed from the word "Institution". There are many different institutional approaches. According to the original institutional economics school, represented by Thorstein Veblen (1857-191929), institutions are normality of behaviors or regulations that define behavior in particular situations, are basically accepted by members of a social group and compliance with those rules is either self-control or external power control ”(Nguyen Hong Nga, 2015). He also argued that institutions are not merely an individual's activity, but also include ways of thinking and behavior in general; the nature of Path-Dependent institutions, the development of technology that influenced institutional change, and emphasized the "weighty" nature of institutions in America at the time (Rutherford, 2001).

According to the "neo-institutional economics" school, one of the most outstanding representatives is Douglass C. North, institutions are human-made constraints, to shape the political and economic interactions. and society. These include informal constraints (customary restrictions, traditions and codes of community conduct) and formal ties (constitution, law, ownership). Institutions provide an incentive structure for the economy; As this structure progresses, it shapes the changing direction of an economy through growth, stagnation or decline (North, 1991). However, it should be noted that with that perspective it does not answer the question: How do the formal constraints have a profound effect on the long-term characteristics of economies?

New institutional theory is a modern economic trend with the object of research being social conventions, legal regulations affecting the behavior of economic and methodical subjects. Research is modeling the rational economic behaviors of economic entities.

The new institutional economics, while researching on institutions as institutional political economy, is different. The main theories and models of the new institutional economics include transaction cost theory, trust theory and agent, title theory, asymmetric information theory, and behavioral theory. strategies, moral hazard reasoning, reverse-choice theory, supervisory costs, incentives, bargaining, contracts, self-defense, opportunism, limited rationality, etc. These models and arguments, new institutional economics focuses on analyzing systems and economic regimes, corporate governance, financial oversight, corporate strategy, etc.

2.1.6 Resource theory

According to Barney, J. (1991), the main idea of the RBV (Resource-Based View) resource perspective is that the competitive advantage of an enterprise lies primarily in the efficient use of a set of resources. tangible and / or intangible force is valuable. Enterprises in the market are different because they have different resources.According to RBV, businesses are defined as places to focus and coordinate resources more effectively than the market. If they are equipped with the most appropriate resources and know how to combine resources more effectively than competitors. RBV focuses on analyzing the internal resources of the business as well as linking the Internal resources with the external environment. Therefore, according to RBV, the competitive advantage is related to the development and exploitation of the company's core resources and competencies.

2.1.7 Industry organization theory.

The theory of industry organization proposed by Tirole (1988) is an area of applied economics that studies the strategic behavior of enterprises or groups of enterprises that produce goods and provide services and research. The structure of markets and the interaction between enterprises.

The theoretical analyzes of this industry organization use many tools of microeconomics, econometrics, game theory.

Industry organization theory is divided into the following areas:

(1) Research on market structure: namely, research on perfect competition, monopoly competition, monopoly sale, monopoly on sale, monopoly on buying, monopoly on buying.

(2) Research on the consequences of competition: price discrimination, product differentiation, durable goods, secondary markets, conflicts, acquisitions and mergers, information, intrusions and withdrawals back.

2.1.8 social network theory

John A. Barnes (1954), a Manchester school sociologist, first used the analysis of social network theory published in the journal Human Relations. G. Sparkel (1955) focused on depicting the form of social interaction network, Jacos Moreno (1934) developed social multiple-choice techniques to build social items to conduct quantitative research on type of social network and the role between actors in unity and social integration.

Pioneering ideas continued to appear in the social philosophy of Georg Simmel in the early twentieth century, the social psychology of Moreno in the early 1930s, and the functional structural anthropology of Radcliffe Brown (1940). Complete network research is based on the theory of graphs or matrices to analyze the relationship data to clarify the characteristics of network structures. Characteristics are structurally of a social network based on the following factors: characteristics of the relationship (type of interaction) oriented, not oriented; symmetric, non-symmetric; Direct Indirect; homogeneity in characteristics similarities between factors of relationships, strength of relationships, frequency of interaction ... and characteristics of the structure: relationship type, density of networks, distances between network members, centralized forms, structural gaps.

Social network is understood as a social structure formed by individuals or organizations. In particular, individuals are often linked by interdependence through bottlenecks such as friendship, kinship, hobbies, financial exchange, sex, relationship of belief, knowledge and reputation. The point of personal connection with society is the social connection of each individual. In it, social networks can also be used as social capital and the value that individuals have through it. Fitchter also emphasized that social networks consist of many relationships. Each person in the network has contact with at least two other people but no one with all other members (Fichter, J. H; 1957).

Another view is that social networks are a collection of relationships between social entities. These social entities are not only individuals but also social groups, organizations, institutions, enterprises and even nations. Relationships between social entities can also bring a variety of content from assistance, information exchange to the exchange of goods and services (Le Minh Tien; 2006).

Thus, the foundation of social network theory is that people tend to think and act the same because they are connected. This theory considers a defined set of relationships (individuals, groups or organizations), with the view that all of these relationships can be used to interpret social behavior of the parties. Related People get social capital through their place in social structures or social networks.

2.2 Theory of export results

2.2.1. Definition of export results

A business when exporting goods to a foreign country needs to conduct a series of activities: market research, assessment of enterprise export capacity, product identification, demand and customer tastes in the target market. , seeking funding, organizing export activities, etc. After a deal, or a certain period of time that the business will achieve will reflect through the export business results. Therefore, it can be said that the export business results of enterprises are multidimensional picture of the successes and failures of enterprises when exporting products to foreign markets.

Export results are considered as the result of business activities of enterprises in export markets (Shoham, 1996; Katsikeas et al., 2000; Chen et al, 2016); such as an assessment of the firm's goals (including strategic and financial), in relation to the export of products to the market, are achieved through the implementation of an export marketing strategy (Cavusgil & Zou, 1994); such as the extent to which an enterprise fulfills its objectives when selling products to international markets (Navarro et al., 2010); as a result of corporate international activities (Jalali, 2012).

2.2.2. Methods of measurement

The overview studies show that export results can be accessed in several ways: (1) From a financial perspective (Economic / Financial), export results focus on sales, profits and market share (Zou & Stan, 1998; Katsikeas et al., 2000; Leonidou et al., 2002; Altıntas et al., 2007), (2) Nonfinancial / Noneconomic perspective focusing on product and market measurement. and a number of other factors, such as: Export contribution to the economy, reputation of enterprises, number of export transactions, and forecast of export activities (Zou & Stan, 1998; Katsikeas & et al., 2000; Leonidou et al., 2002; Altıntas et al., 2007), and (3) generalized (Generic) perspective focusing on perceptions or satisfaction of enterprises about export activities (Katsikeas) et al., 2000; Altıntas et al., 2007). The most common method used to measure export results is to measure growth in export sales, or the percentage of sales (market penetration) of exports (Aaby & Slater, 1989 ; Cavusgil & Zou, 1994; Altintas et al., 2007). However, businesses are often unwilling to provide financial information from their activities (Altıntas et al., 2007). Therefore, approaching export results from a general perspective is the best way to collect information from businesses, ie considering perceptions or satisfaction of enterprises about export activities. In this study, the author measures the export results based on a generalized approach (consistent with the research of Katsikeas et al, 2000; Altintas et al, 2007; Nguyen Viet Bang et al. (2017).

2.2.3. Theoretical model of the factors affecting export results

With the rapid development of international business, exports are increasingly playing an important role in the survival and development of many businesses (Chen et al., 2016) .So, to maintain In order to compete in global markets, businesses in emerging markets need to improve their export performance (Adu-Gyamfi & Korneliussen, 2013).

Export performance is considered as an important factor to determine the success of business operations (Nuseir, 2016). Therefore, the identification of factors influencing export performance is of interest to current business managers, policy makers and researchers (Sousa et al., 2008; Moghaddam et al., 2012). There have been many scientists conducting an overview of studies to provide theoretical models of factors affecting export results, such as: Madsen (1987), Aaby and Slater (1989), Gemünden (1991).), Zou and Stan (1998), Leonidou et al (2002), Sousa et al (2008), Moghaddam et al (2012), Chen et al (2016). Specifically:

Model of author Madsen (1987)

Madsen (1987) conducted an overview of 17 studies on factors affecting export results published from 1964 to 1985, saying that export results of enterprises are directly affected by 03 factors: (i) environmental factors (Environment), (ii) organizational factors of enterprises (Oranization), and strategic factors of enterprises (Strategy).

Aaby and Slater models (1989)

Based on an overview of 55 studies on export results over the 10 years from 1978 to 1988, authors Aaby and Slater (1989) suggested that export results are influenced by factors such as: environmental factors. External Influences and Internal Influences include: (i) firm's competence (Competencies), (ii) Firm level characteristics, (iii)) Marketing Orientation, (iv) Strategy of the Enterprise (Strategy).

Gemünden model (1991)

Gemünden (1991) performed an overview of 50 research works on export results from 1964 to 1987, saying that the export results of enterprises are affected by 05 factors: (i) characteristics of enterprises (Characteristics of the Firm), (ii) domestic market (Home Country), (iii) corporate governance capacity (Managers), (iv) export activities of enterprises (Activities Export), and (v) characteristics of foreign markets (Market Characteristics).

Model of Zou and Stan (1998)

Based on the theoretical model of Aaby and Slater (1989), author Zou and Stan (1998) conducted 50 scientific papers on export results published from 1987 to 1997. The export results are directly affected by 08 factors: (i) Export Marketing Strategy,

(ii) attitudes and perceptions of enterprises on export (Management Attitudes and Perceptions); (iii) Management Characteristics of Enterprise (Management Characteristics); (iv) Enterprise characteristics (Firm "s Characteristics and Competencies); (v) characteristics of the export industry (Industry Characteristics); (vi) characteristics of the Foreign Market Characteristics and (vii) the characteristics of the domestic market (Domestic Market Characteristics).

Model of Katsikeas et al (2000)

Katsikeas et al. (2000) conducted an overview of 103 articles in the 1990s. The results show that export results are influenced by: Management factors (Managerial Factors), organizational factors. (Organizational Factors), environmental factors (Environmental Factors), target factors (Targeting Factors) and marketing strategy Factors.

Model of Leonidou et al (2002)

Leonidou et al. (2002) performed an overview of 36 articles published from 1960 to 2002. The research results show that the export results are influenced by: Management Characteristics, weak Organizational Factors, Environmental Factors, Export Targeting, and Export Marketing Strategy.

Model of Sousa et al (2008)

Sousa et al. (2008) performed an overview of 52 papers published from 1998 to 2005. The research results show that the export results are influenced by: Firm Characteristics, special Management Characteristics, Export Marketing Strategy, Foreign Market Characteristics, and Domestic Market Characteristics.

Model of Moghaddam et al (2012)

Moghaddam et al. (2012) performed an overview of articles published from 1989 to 2009. The study results show that export results are influenced by: Export Commitment and Support (Export Commitment and Support), Management International Orientation, Management Customer Orientation, Perception Toward Competitiveness, awareness of challenges and export opportunities (Perception About Export Threats and Opportunities), export experience (Export Experience), foreign language proficiency (Foreign Language Proficiency), educational level of managers (Education Level of Manager).

Model of Chen et al (2016)

Chen et al. (2016) performed an overview of 124 articles published from 2006 to 2014. The research results show that export results are affected by: Firm Characteristics / Capacity (Firm Characteristics / Capabilities), management characteristics (Management Characteristics), industry level characteristics (Industry Level Characteristics), national level characteristics (Country Level Characteristics) including: domestic and foreign markets, and marketing strategy Export (Export Marketing Strategy).

2.3. Overview of empirical studies on export results

2.3.1. Internal Research

Research by Peter and Ramadhani (1998).

Peter and Ramadhani (1998) conducted a study to assess the factors affecting the export performance of firms in New Zealand. Peter and Ramadhani (1998) used the model of Aaby and Slater (1989). to perform accreditation in the Newzealand market. Peter and Ramadhani (1998) argue that export results are influenced by seven factors including: marketing orientation, knowledge of export markets, differentiation of exported products, quality and service of products. exports, percentage of quotas on export sales, cultural factors, support of distribution channels. Besides, Peter and Ramadhani (1998) also said that factors of export marketing strategy of enterprises are affected by three factors: size of the business, competitive factors of the market, research activities. and development of the business. Author Peter and Ramadhani (1998) used a quantitative method through a survey of 253 respondents (of which 216 valid responses) were exporters in Newzealand. The export results of Newzealand businesses are influenced by 06 factors: (i) Marketing orientation, (ii) Knowledge of export markets, (iii) Quality and services, (iv) Quota on exportable sales volume, (v) Cultural relations, (vi) Support channels. The research results also show that the marketing orientation of an enterprise is also affected by three factors: the size of the business, the competitive element of the market, the research and development activities of the business.

Research by Katsikeas et al (1995)

Katsikeas et al (1995) conducted a study on the factors affecting export performance of European businesses: a case study in Greece. Katsikeas et al. (1995) stated that the firm's export performance is influenced by three factors including: firm's characteristics, export perception, and firm's commitment to export. . Katsikeas et al. (1995) used a quantitative research method through a survey of 94 exporters in Greece (of which: 87 valid responses were used). The research results show that export results are directly affected by five factors: (i) national export policies, (ii) information about export markets, (iii) marketing ability of enterprise; (iv) export marketing activities; (v) Business export plan.

Craig Research (2003)

Author Craig (2003) studied the factors affecting the export performance of businesses in ThaiLan. Craig (2003) argues that firm's export performance is influenced by six factors including: Enterprise characteristics, Export Marketing Strategy, competitiveness, firm commitments, points of export market, and characteristics of the product. Author Craig (2003) used quantitative research methodology through surveying 151 exporters in Thailand by mail. The research results show that the export results of enterprises are affected by four factors: competition, commitment of enterprises, characteristics of export markets, and characteristics of products.

Research by Tuba and Selcuk (2005)

Tuba and Selcuk (2005) conducted research on the factors affecting export performance of businesses in Turkey. The authors Tuba and Selcuk (2005) said that export results of enterprises are affected by four factors: export marketing strategy, environmental factors, management characteristics, demographic statistics. learn. Authors Tuba and Selcuk (2005) used quantitative research methods through surveying 160 enterprises in Turkey by mail. The research results show that the export results are affected by three factors: export marketing strategy, environmental factors, management characteristics.

Research by Boughanmi et al (2007)

Boughanmi et al. (2007) conducted research on the factors affecting the export performance of seafood companies in Oman. Boughanmi et al. (2007) stated that export performance of firms is influenced by: characteristics and competitiveness of enterprises, management characteristics, management attitudes and perceptions, and marketing strategy. Boughanmi et al. (2007) used quantitative research methods through a survey of 30 seafood enterprises in Oman. The research results show that export results of fishery enterprises are affected by: characteristics and competitiveness of enterprises, management characteristics, management attitudes and perceptions, and marketing strategies.

Research of Miltiadis et al (2008)

Miltiadis et al. (2008) conducted a study to identify and measure the factors affecting the export performance of food and beverage companies in the Greek market. Miltiadis et al. (2008) stated that export results are influenced by: export marketing strategies, information sources, innovation orientation, creativity and risk taking, business size, support. exports, the ratio of exports to total sales, export experience, problems with exports and trade barriers. Miltiadis et al. (2008) used a quantitative research methodology based on a sample size of 155 (of which 103 valid responses) were Greek food and beverage exporters. operating from 1999 to 2001. The research results show that the export results are affected by: export marketing strategy, the direction of innovation, creativity and risk taking. deals with exports, trade barriers.

Seyed Research (2012)

Author Seyed (2012) studied the relationship between export barriers and export performance of Iranian businesses. Seyed (2012) said that export results are affected by 06 aspects: environmental aspects, business operations, financial aspects, legal aspects, Logistics, in terms of resources. Author Seyed (2012) used quantitative research methods through a survey of 300 businesses (of which 141 valid responses). The research results show that the export results are affected by 06 above aspects.

Research by Adu-Gyamfi and Korneliussen (2013)

Authors Adu-Gyamfi and Korneliussen (2013) conducted research on factors affecting export performance of businesses in Turkey. Authors Adu-Gyamfi and Korneliussen (2013) suggest that export results are influenced by export barriers, management experience, company seniority, commitment to resources, and globalization. Authors Adu-Gyamfi and Korneliussen (2013) used quantitative research methods through a survey of 73 exporting enterprises. The research results show that export results are affected by the size of the company, the process of globalization and export barriers.

Research of Drama et al. (2014)

Drama et al. (2014) conducted research on the factors affecting export performance in Zanzibar. Drama et al. (2014) stated that export results are influenced by 07 factors: export price of products, farm costs, export demand, human resource development, income of the world. gender, foreign direct investment, production. Drama et al. (2014) used quantitative research methods through secondary data sets collected from 1980 to 2005 by the statistical agency Zanzibar. The research results show that export results are affected by three factors: foreign direct investment, export prices of products, and farm costs.

Salem Research (2014)

Salem (2014) conducted a study of the factors affecting export performance of small and medium enterprises. Salem (2014) argues that export performance is influenced by six factors: firm resources, export barriers, export experience, firm seniority, and firm size and competitiveness. export marketing strategy. The author Salem (2014) uses quantitative research methods through a survey of 206 small and medium enterprises in the city of Tunis. The research results show that export results are directly affected by firm size and marketing strategy.

Research of author Edril and Özdemir (2016)

Authors Edril and dzdemir (2016) conducted research on factors affecting export performance of enterprises in the Turkish market. Edril and Özdemir (2016) argue that export results are influenced by five factors: corporate characteristics, environmental characteristics, international commitments, international experience, and export marketing strategies. Authors Edril and Özdemir (2016) use quantitative research methods through a survey of 118 enterprises. The research results show that export results are directly affected by: corporate characteristics, international commitments, international experience and export marketing strategies.

2.3.2. Research in Vietnam

Research of Tran Thanh Long et al (2014)

Author Tran Thanh Long et al. (2014) conducted a study on factors affecting export business results of Vietnamese seafood enterprises. Tran Thanh Long et al. (2014) stated that export results are influenced by: characteristics of enterprises, domestic business environment, foreign business environment, export activities of enterprises, especially points industry. The author Tran Thanh Long et al (2014) used a quantitative research method through a survey of 209 seafood exporters in Vietnam. The research results show that: seafood export business results are directly affected by: characteristics of exporting enterprises; export activities of the enterprise; foreign markets; domestic market; characteristics of the export industry.

Research by Bui Thanh Trang and Le Tan Buu (2015)

Bui Thanh Trang and Le Tan Buu (2015) studied the factors affecting the export results of Vietnamese coffee bean exporters. Author Bui Thanh Trang and Le Tan Buu (2015) believe that export results are affected by: characteristics and capabilities of enterprises, management characteristics, management attitudes and perceptions, export marketing strategies. , industry characteristics, foreign market characteristics, domestic market characteristics, business relationships. Author Bui Thanh Trang and Le Tan Buu (2015) used qualitative research methods in combination with quantitative. Qualitative research through interviews of 05 experts and quantitative research through surveys of 107 coffee exporters in Vietnam. The research results show that: the export results of coffee bean exporting enterprises are directly affected by 06 factors: Company management capacity, export attitude and awareness, marketing strategy. export, world coffee market characteristics, domestic coffee market characteristics, business relationship.

Research of author Nguyen Viet Bang et al (2017)

Nguyen Viet Bang et al. (2017) conducted a study on the factors affecting export performance of seafood enterprises in Vietnam. Nguyen Viet Bang et al. (2017) said that export results are affected by: export marketing strategy, business characteristics and competencies, management characteristics, industrial characteristics and characteristics. domestic market, foreign market characteristics. Author Nguyen Viet Bang et al. (2017) used qualitative methods combining quantitative and qualitative methods through focus group discussions with 10 enterprises to adjust observed and quantitative variables through direct interviews. reception of 305 enterprises. The research results show that export results are influenced by: export marketing strategy, characteristics and capacity of enterprises, management characteristics, industry characteristics, domestic market characteristics and characteristics. foreign markets.

Research by Nguyen Quynh Huy (2018)

Author Nguyen Quynh Huy (2018) conducted research on factors affecting Vietnam's export activities. Nguyen Quynh Huy (2018) argues that exports are affected by GDP, FDI, exchange rates, and distance. Nguyen Quynh Huy (2018) uses quantitative research methods through secondary data sets collected from 2010 to 2014 of 28 countries. The research results show that export activities are affected by GDP, FDI, exchange rates, geographical distance.

3. Conclusion

An overview of empirical studies on export results of domestic and foreign scientists shows that scientists mainly use quantitative research approaches at the perspective of enterprises through export surveys. (Peter and Ramadhani, 1998; Katsikeas et al., 1995; Craig, 2003; Tuba and Selcuk, 2005; Miltiadis et al., 2008; Seyed, 2012; Adu-Gyamfi and Korneliussen, 2013, Salem, 2014; Drama and et al, 2014, Tran Thanh Long et al, 2014; Bui Thanh Trang and Le Tan Buu, 2015, Edril and Özdemir, 2016, Nguyen Viet Bang et al., 2017) or approach from an economic perspective (Drama et al., 2014) to assess the factors affecting export performance.

However, the studies were mainly conducted in developed countries which have many differences in the level of economic and cultural development compared to Vietnam

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