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## Notice for the PhD Viva Voce Examination

Ms Prathibha V, Registration Number: 1980170, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Friday, 08 May 2026 at 03.00 pm in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

- Title of the Thesis** : **An Empirical Analysis of Export Promotion Programs, Export Competencies, and Export Marketing Strategy: A Multi-Model Study on Export Performance**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Place:** Bengaluru  
**Date:** 04 May 2026

**Registrar (Academics)**

## ABSTRACT

This study examined the relationships among export promotion programs, export competencies, export marketing strategy, and the export performance of small and medium enterprises (SMEs) in India. This study also examined competitive intensity as a moderator variable influencing the relationship between export market strategy and export performance. Underpinned by institutional theory, the resource-based view, and contingency theory, the study develops a conceptual framework represented as a higher-order, reflective, serial, moderated, mediation model. The study employed a multi-model approach to examine both symmetric (linear) and non symmetric (non-linear) techniques. Data were collected from 253 SME firms in the Engineering sector using purposive nonprobability sampling via a researcher/enumerator-administered survey with a structured questionnaire. While the Partial Least Squares Structural Equation Modelling (PLS-SEM) found the direct and indirect effects of the study variables, fuzzy-set Qualitative comparative analysis (fsQCA) provides the multiple configurations of conditions to achieve high export performance, confirming the principle of equifinality, and Necessary condition analysis (NCA) identifies the necessary conditions and minimum threshold levels of required for achieving optimal export performance among SMEs. This study responds to the call for advancing the export performance literature in the context of emerging countries. The study provides further recommendations to export managers, policy makers and international business scholars on the relationship between export promotion programs and export performance.

**Keywords:** *Export promotion programs, Export competencies, Export marketing strategy, Resource-based view, SMEs, Export performance*

### Publications:

1. Ms. **Prathibha Venkatesha Murthy**, Dr. Jeevananda S, Dr. Sangeeta Mehroliya.(2023). Innovation And Marketing Capabilities for Export Performance – An Investigation of Export Promotion Programs as A Moderator in The Indian Context. *European Economic Letters (EEL)*, 13(1s), 184–217
2. **Venkateshamurthy, P., S. J., & Mehroliya, S.** (2023). Assessing the export competitiveness of industries in India and Nepal – a cross-country analysis. *Revista Científica Hermes - Fipen* , 34 (1), 214–242. <https://doi.org/10.21710/rch.v34i1.702>
3. **Venkateshamurthy, P., Jeevananda, S., Mehroliya, S., & Alagarsamy, S.** (2021). A systematic literature review on determinants and measures of export performance of small and medium-sized enterprises. *International Journal of Export Marketing*, 4(4), 372. <https://doi.org/10.1504/IJEXPORTM.2021.122998>