

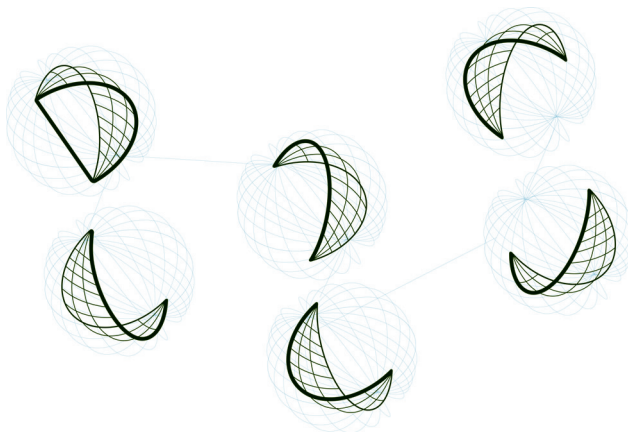
Program of the  
2<sup>nd</sup> International Symposium on  
Partial Least Squares Path Modeling

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The Conference for PLS Users

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Drawing on the resource-based view, this study investigates the way that export commitment and innovativeness contribute to marketing capabilities development, and the effect of all these factors on export market effectiveness. We use a survey data of 202 exporting manufacturing firms based in Portugal to test the relationships between the constructs analyzed in this study. The findings demonstrate that a high export commitment tends to cultivate a higher degree of innovativeness, which in turn allows firms to develop superior marketing capabilities (i.e., pricing, new product development, marketing communication and distribution capabilities). Export commitment and new product development capability, have a direct impact on export market effectiveness.

### **Towards an analysis of “banking solutions” from the perspective of exporting companies in Brazil**

*Mara Mataveli, Juan Carlos Ayala-Calvo, Alfonso J. Gil López*

Banks in Brazil play a major role in the internationalization process of companies providing financial products and services. To examine this role, a model containing three concepts are analyzed, being “banking solutions” as dependent variable, “relational capital” and “bank efficiency” as independent variables. Through a variance-based structural equation modeling the outcome of this analysis revealed that both dependent variables have a significant and positive impact on the use of banking solutions especially relevant the banking efficiency. Also, it is found that knowledge barriers to export moderate all proposed relationships in the model. Guidelines for potential future research on the subject are provided.

### **The evolution of international new ventures: A process study of the short and medium term growth**

*Francisco Acedo, Olli Kuivalainen, Jose C. Casillas*

The literature has characterized INVs with the ‘learning advantage of newness’ that allow them to reorganize and adapt their strategy quickly in order to achieve better results. However, the post-entry growth is an underdeveloped field that needs further attention. Different studies have focused on the short-term performance and the survival of these types of firms. In this paper we analyse the phenomenon of the post-entry evolution by studying the mediating effect of the short-term activity in the mid-term international development. The evolution of the INVs is measured in both when the focal firms are in new venture and