

Causes and Consequences of Environmentally-Sustainable Strategies in Export Markets

Although the literature has found preliminary evidence that environmentally-sustainable strategies would tend to lead to better performance, research on the relationship between these two constructs is still scarce, particularly in export markets (Leonidou, Katsikeas, Fotiadis &, 2013; Leonidou, Fotiadis, Christodoulides, Spyropoulou & Katsikeas, 2015). This study investigates organizational determinants (specifically, dynamic capabilities) and institutional determinants (specifically, regulation, society pressures, and competition) associated with the adoption of environmentally-sustainable strategies and also examines the impact of such strategies on export performance, as well as the moderating effect of the level of maturity of environmental consciousness of the destination market. Since it has been argued that the effect would tend to vary across different types of industries, this study employs a more homogeneous research setting – the agribusiness industry in a broader sense – in order to examine the determinants of the adoption of environmentally-sustainable strategies and the impact of these strategies on export performance. Empirical evidence from a sample of 143 Brazilian firms corroborates the expected positive relationship between environmentally-sustainable strategies and export performance and suggests that both internal and external factors influence the adoption of such strategies.