

Resource Heterogeneity and Family Business Participation in International Markets and the Exports They Make

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We estimated the effect of factors influencing firms' participation in international markets and the exports they make. Our analysis revealed that whether the leather firm's CEO had made foreign visits, the CEO's experience, the number of permanent employees, as well as whether the company owned machinery used in higher-value leather processing are important determinants of leather firms' participation in export markets and the value of exports. Our analysis also show that family ownership of leather firms negatively affect their participation in export market but does not affect the value of exports. A major implication of this work is that firms' access to credit for acquiring the required leather processing machinery needs to be improved for firms' participation in export markets and increase exports.

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