

DEDICATION

To my father and mother

To my Brothers and sisters

To my friends and teachers

dedicate the minor effort

ACKNOLDGEMENT

Firstly, great thanks are humbly extended to Allah almighty who give me strength and endurance to complete this study.

Secondly, and foremost I express my sincere appreciation to my supervisor

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LIST OF Abbreviations

EPO	Export promotion programs
PU	Perceived Usefulness
EP	Export Performance
STP	Sudan Trade Point
EPOs	Export Promotion Organizations
SMES	Small and Medium Size Enterprises
CIA	Commercial Information System
GDP	Gross Domestic Product
UCC	Union Of Chambers Commerce

ABSTRACT

In many scientific publications in the export performance, export promotion programs are central part to the export firms. This study aims to investigate the relationship between the effectiveness of export promotion programs used and export performance, to test the relationship between the programs and perceived usefulness, to assess the relationship on the perceived usefulness and the export performance, and simultaneously to investigate the impact of mediating of perceived usefulness between the relationship between promotion programs and export performance. The data have collected from 68 senior managers of export firm in Sudanese exporting companies. Questionnaire was used to collect the data, overall response rate 68%. Many statistic tools have been conducted, reliability test, exploratory factor analysis, correlation analysis, hierarchical regression to the goodness of measures and interrelationships.

This research came in five chapters, chapter one is introduction, chapter two literature review, chapter three frameworks & methodology, chapter four data analysis & finding and chapter five for discussion & conclusion. The results showed that export promotion programs significantly influenced the export performance, also perceived usefulness significantly influenced the export performance, beside the significantly relationship between the export promotion programs and perceived usefulness. Theoretical and managerial implications of research findings are discussed and recommendations proposed in more details.



في العديد من الإصدارات العلمية المتعلقة بأداء الصادات، يذكر أن البرامج الترويجية جزء أساسي في شركات الصادات. هذه الدراسة تهدف إلى التحقق من العلاقة بين فاعلية البرامج الترويجية المستخدمة وأداء الصادات، كذلك اختبار العلاقة بين الفائدة المدركة من هذه البرامج وأداء الصادات، بجانب التحقق من توسط الفائدة المدركة للعلاقة بين البرامج الترويجية وأداء الصادات. جمعت بيانات الدراسة من 68 شركة و تم استخدام الاستبيان لجمع البيانات، وكان معدل الاستجابة الكلي 68%.

أُختبرت العديد من الأدوات الإحصائية : اختبار الموثوقية، متناقضة التحليل العاملي، وتحليل الارتباط، الانحدار المتعدد والتربيعي لسلامة المقاييس والعلاقات المتبادلة. قد اشتملت الدراسة على خمسة فصول، الفصل الأول المقدمة، الفصل الثاني الأدبيات، الفصل الثالث الإطار والمنهجية، الفصل الرابع تحليل البيانات والنتائج والفصل الخامس المناقشة والاستنتاجات0

النتائج أظهرت وجود ايجابية بين البرامج الترويجية وأداء الصادات، كذلك علاقة ايجابية بين الفائدة المدركة من هذه البرامج وأداء الصادر ودعما جزئيا لتوسط الفائدة المدركة للعلاقة بين البرامج الترويجية وأداء الصادات. الاستنتاجات/ الآثار النظرية والإدارية لنتائج البحث، والتوصيات المقترحة نوقشت أكثر في التفاصيل0