

References:

- Abdul jumaat mahajar, (2005) “small firms exporting, how effective are government export assistance programs” jurnal manajemen & bisnis sreiwijaya ,vol. 3 no.5 p16.
- A.K. Shamsuddoha and M. Yunus Ali, Direct and Indirect Impact of Export Promotion Programs on Export Performance, Queensland University of Technology pp 2-6
- Christian volpe martincus & jerónimo carballo, (2007), is export promotion effective in developing countries? firm-level evidence on the intensive and extensive margins of exports, Annual Conference of the European Trade Study Group Athens, September 15, 2007,pp3-12.
- F. H. Rolf Seringhaus; Guenther Botschen, (1991), Cross-National Comparison of Export Promotion Services: The Views of Canadian and Austrian Companies, Journal of International Business Studies, Vol. 22, No. 1, pp 115-133.
- falseAndrew Parker & David Wighton, (1998), “Case for independent export promotion has ye to be sold to the Foreign Office”; Government support for companies seeking business abroad is expected to be rebranded, Financial Times , United Kingdom, p22.
- falseAckerman, Karen Z, (1993), “Export promotion programs help U.S. products compete in world markets” FoodReview, pp 66-79.
- Hair J. F., Anderson R.E., Tatham R. L., and Black W. C. (1998). Multivariate Data Analysis. Prentice-Hall International, Inc, USA.
- Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. (2010). Multivariate Data Analysis (7th ed.). Prentice Hall Inc., Upper Saddle River, NJ.
- Ihsan ahmed “ market- oriented strategic planning for Sudanese live sheep and sheep meat export business in Saudi Arabia markets, Khartoum university magazine” p56.
- June Francis & Colleen Collins Dodd, (2004), “Impact of export promotion programs on firm competencies” strategies and performance, The case of Canadian high-technology SMEs", International Marketing Review, Vol. 21 Iss: 4 PP 474-492
- John W. Mullins , Orville C. Walker JR. Harper W. Boyd JR (2008), “Marketing management: strategic decision marketing approach” pp 332-437.
- Jameel Ahmed Khader, (2002), “International marketing management” Oman Jordan Applied silence university.

- J.Denis Belisle (2000), “International trade centre: executive forum redefining trade promotion the need for a strategic response”, pp 20-43.
- Kumar, K., Subramanian, R. and Strandholm, K. (2001). “Competitive strategy, environmental scanning and performance: a context specific analysis of their relationship”, *International Journal of Commerce and Management*, Vol. 11 No. 1, pp. 1-33.
- Malhotra, A., Gosain, S. and El Sawy, O.A. (2005). “Absorptive capacity configuration in supply chains: gearing for partner-enabled market knowledge creation”, *MIS Quarterly*, Vol. 29 No. 1, pp. 145-87.
- Nunnally, J.C. & Bernstein, I.H. (1994). *Psychometric Theory*. New York, McGraw-Hill.
- Nunnally, J.L. (1978). *Psychometric Theory*, 2nd ed., McGraw-Hill, New York, NY.
- Nadim Jahangir & Noorjahan Begum (2008) The role of perceived usefulness, perceived ease of use, security and privacy, and customer attitude to engender customer adaptation in the context of electronic banking, *African Journal of Business Management* Vol.2 , pp. 32-40.
- Nasredin A. Hag Elamin, (1997), export performance in sudan, *Journal of economic cooperation among Islamic countries*, pp 57- 76.
- Orville, C. Walker, Jr. John W. Mullins, Harper W. Boyd, Jr. Jean elau de larreche (2006), “Marketing strategy a decision focused approach”. American, New York. Pp. 316-322.
- Roberto alvarez e.& gustavo crespit,(2000) exporter performance and promotion instruments: chilean empirical evidence, *exstpuodritoedr dpee refocromnoanmcíea* .a vol 27-no 2, pp 2-10
- Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach*. Singapore: John Wiley& Sons, Inc.
- Sharma, A. (2006). Strategies for maximizing customer equity of low lifetime value customers. *Journal of Relationship Marketing*, Vol. 5(1), pp. 59-77.

- Sharma, J. Aragon-Correa, A.J & Rueda-Manzanares, A. (2007). The contingent influence of organizational capabilities on proactive environmental strategy in the service sector: an analysis of North American and European Ski Resorts. *Canadian Journal of Administrative Sciences*, 24, 268-283.
- Sharma, S. (2000), "Managerial interpretation and organizational context as predictors of corporate choice of environmental strategy", *The Academy of Management Journal*, Vol. 43 No. 4, pp. 681-97.
- Sharma, S. and Henriques, I. (2005), "Stakeholder influences on sustainability practices in the Canadian forest services industry", *Strategic Management Journal*, Vol. 26, pp. 159-80.
- Sharma, S., Durand, M.R. & Gur-Arie, O. (1981). Identification and analysis of moderator variables. *Journal of Marketing Research*, 18(3), 291-300.
- Sohail M. Sadiq Alashban & Aref , (2009), "An analysis of product-market strategy and export performance, *International Journal of Entrepreneurship*".
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using Multivariate Statistics* (4th ed.). Needham Heights, MA: Allyn & Bacon.
- T. Ramayah & Joshua Ignatius, Impact of Perceived usefulness, Perceived ease of use and Perceived Enjoyment Intention to shop online, *Universiti Sains Malaysia* ,pp 4-12
- victoria champion, perceived benefits, *indiana university*,p 2
- William D.Perreault,Jr.E.Jerome, *Basic Marketing- A Global-managerial approach*, pp380-400