

AN EXPLORATORY STUDY OF PRODUCT STRATEGY IN KOREAN EXPORTERS

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ABSTRACT

Despite the importance of products for developing a competitive advantage in the global market, scholarly research in business has not paid adequate attention on the concept of product strategy in the context of international markets. Drawing upon diverse perspectives from marketing, international business and strategic management, we explore the relationship between product strategy and firm characteristics and also its performance implications in international markets. Based on a survey of Korean exporters, this study is an exploratory attempt to enhance our understanding of product strategy in international markets.

Keywords: *Product Strategy, Firm Characteristics, Export Performance, International Markets*