

## **Abstrakt**

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The main objective of the doctoral dissertation is to identify key internal determinants within Entrepreneurship Orientations (EO), Sustainable Product Attributes (SPA), and Export marketing Orientation (EMO) that contribute to the successful export performance of German SMEs in manufacturing through the application of empirical methods. There are also 5 detailed objectives and 4 research questions. The proposed research topic mainly covers the theory of international entrepreneurship, stakeholder, expectancy disconfirmation theory and integrative approach. The dissertation verifies 8 research hypotheses. A survey of 178 German manufacturing SMEs is used as the basis for this doctoral dissertation. During February to May 2024, data was collected during various international fairs in Germany using judgemental sampling. An iPad is used to collect data via the Computer-Assisted Self-Interviewing (CASI) questionnaire and rest of responses are collected via Computer-Assisted Web-Interviewing (CAWI). In order to test hypotheses, the researchers used Structural Equation Modelling (SEM) via SmartPLS4. This dissertation is divided into four chapters, the introduction and conclusions. The first two chapters are cognitive-theoretical, while third chapter refers to the research methodology. The results of this doctoral research led to acceptance of 6 hypotheses and rejection of 2. This study reports that the managers' satisfaction is influenced by the financial export performance and strategic performance. Sustainable products attributes only influence financial export performance and has no impact on the other two dimensions. Findings shows that German SMEs' entrepreneurial orientation influence strategic and financial performance. Finally, our empirical evidence shows a positive and strong relation among the export market orientation and sustainable product attributes.