

Preface

Thesis is the brainchild of a researcher, the flagship of his big words, thinking and scholarship in the realm of academia. The brainchild of a researcher might be small, even insignificant; however, the pleasure he derives out of it is not small because it is the product of the best ideas and efforts he has put together. I worked my fingers to the bone to develop my MSc thesis at Hiroshima University. This SpringerBriefs is part of that endeavor.

Little research on export performance and assistance is done in developing countries. This frustrated me while I was working on my MSc thesis. I was desperately looking for some good studies on developing country firm/venture level export performance. At a point in time I found some good papers that investigated the link between export assistance and performance which encouraged me to continue my search in this field. Eventually, I came to realize that this could be a good research topic in a developing country like Bangladesh which had achieved tremendous success in apparel exports through preferential benefits of multifibre agreement (MFA) as well as government export promotion schemes. I did intensive literature review on export assistance and performance and eventually built a conceptual model. In the mean time, I also happened to come across a new field of academic enquiry known as “international entrepreneurship” (IE) which was partly based on “born global (BG)” phenomenon. Surprisingly, I observed that Bangladesh apparel industry provides a good setting for research on BG firms because most firms in this industry is dedicated to exporting to various countries from their inception without any involvement in domestic markets.

In the first chapter, we analyzed the existing literature on export assistance to sketch a clear picture of the development in the field and then did a stand-alone review. In the second chapter, we empirically investigated the direct and indirect effects of export assistance on export performance of Bangladesh apparel industry. We do believe this study would contribute to export assistance literature in understanding the determinants of export performance of a developing country which has made phenomenal growth in apparel export worldwide.

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