

2019-07

Exporting Activity at Turning Point: Continuity and Viability of Greek Manufacturing SMEs

Lemonakis, Christos


IG | G l o b a l

<http://hdl.handle.net/11728/12131>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository

Exporting Activity at Turning Point: Continuity and Viability of Greek Manufacturing SMEs

Christos Lemonakis, Assistant Professor, Hellenic Mediterranean University, Agios Nikolaos, Greece

 <https://orcid.org/0000-0002-9024-0969>

Eleni Batzanakaki, Business Consultant, Heraklio, Greece

Stylianos Steiakakis, Business Analyst, Heraklio, Greece

Alexandros Garefalakis, Hellenic Mediterranean University, Agios Nikolaos, Greece

ABSTRACT

The purpose of this article is to study key factors affecting export activity in the Greek manufacturing small and medium enterprises (SMEs). Under this condition the authors focus on four consecutive sectors of Greek economic activity, i.e.: food and beverage (F&B), clothing, machinery, and wood and furniture sectors. The important characteristics are analyzed by using the sample firms' size, age, and financial indicators such as leverage and liquidity to underscore the importance of exporting activity in providing increased efficiency in the Greek manufacturing firms. The study uses an OLS econometric model to determine the importance of these factors and to present an overall perception of explanatory characteristics increasing business continuity and firms' viability.

KEYWORDS

Crisis Period, Econometric Analysis, Manufacturing Firms, SMEs Operation

1. INTRODUCTION

Exporting small and medium enterprises (SMEs) are claimed to provide adequate support for solid economic framework in the developed world. The importance of export activity in the economic environment is obvious. However, all enterprises in the globalized world make efforts to be competitive and expand their presence beyond national borders acquiring higher levels of profits and increased efficiency.

DOI: 10.4018/IJCF.A.2019070103

Copyright © 2019, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.