

Title:	An Attitudinal Factorial Model Explaining the Export Attitudes of Managerial Staff
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Abstract:	The attitudinal factorial model with positive and negative attitudes which is proposed in this study adds depth to the factorial models already existing in the literature, since it includes general export attitudes, export stimulation attitudes and attitudes on export barriers. The synthesis of export attitudes in this study improves the structure of the model. There are numerous statistically significant differences among the segments of the model such as organizational parameters (sales turnover, organizational age and ownership), managerial parameters (manager travelled abroad, the education level and the knowledge of foreign languages) as well as businesses' capabilities (marketing, production, finance and R& D).