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| Title | A Study of Marketing Mix Adaptation Requirement with Export Performance by the Domestic Exporters of Leather Goods to the International Market | | |
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| Abstract |  |
| According to the MIXADAPT model, export performance depends upon the marketing mix adaptation. Many studies found the existence of a mostly positive effect of marketing mix adaptation on export performance, even though controversies still exist regarding the determinants of export performance and whether there exist other internal and external determinants other than marketing mix to have impact upon export performance. In the case of the leather industry in Dhaka city, no significant relationship was found between export performance and adaptation of the marketing mix. Price adaptation is The only variable that significantly affects the export performance. The findings suggest further research incorporating other internal and external variables such as management attitude and perceptions, management characteristics, industry characteristics, foreign market characteristics, and domestic market characteristics to be incorporated with the MIXADAPT model to explain the export performance of the leather industry in Bangladesh. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 9- Industry, Innovation and Infrastructure**