

## **Impact of E-Commerce Integrated for Export Marketing on Performance of Thai Export Businesses**

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**Abstract :** The objective of this study is to examine the effects of e-commerce integrated for export marketing strategy on export advantage and firm performance. This study indicates that e-commerce infrastructure, organizational learning for e-commerce, and internet dissemination were antecedent of e-commerce integrated for export marketing strategy. In addition, export expertise is moderating variable of the research. In this study, 151 export businesses in Thailand are the sample of study. The results of study indicate that e-commerce integrated for export marketing strategy has significant positive influences on export advantage and export performance. Moreover, e-commerce infrastructure, organizational learning for e-commerce, and internet dissemination are have positive effects on e-commerce integrated for export marketing strategy. For moderating effect, export expertise significant influences on the relationships between e-commerce integrated for export marketing strategy and export advantage, and significant influences on the relationships between e-commerce integrated for export marketing strategy and export performance. Theoretical and practical implications are presented. Conclusion and suggestions for future research are also discussed.

**Keywords :** e-commerce integrated for export marketing, e-commerce infrastructure, organizational learning for e-commerce, export performance

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