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**VESA ROUTAMAA, JUKKA VESALAINEN &
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**Meeting the challenges of export markets: Entrepreneurs'
personality and international orientation. 1996.**

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ABSTRACT

SMEs' efforts to gain a foothold in international business have increased because of growing global competition. The first typical phase of internationalization of a small company is usually export activity. In order to promote the international activities of SMEs, one should know the factors that keep SMEs and entrepreneurs away from such activities. In this paper, the basic question is whether personality dimensions favorable or unfavorable to international activities can be identified. The objective is to find out those potential relationships between personality and international orientation. As could be assumed, personality had certain significant relationships with international orientation.