

Table of Contents

CHAPTER 1.....	1
Introduction.....	1
1.1 A Closer Look at AI and Expert Systems.....	4
1.2 Organization of the Dissertation.....	9
CHAPTER 2.....	13
An Analysis of the Supply Side.....	13
2.1 Introduction.....	13
2.2 Netherlands Export Position and Export Promotion.....	13
2.3 The Dutch Export Situation.....	14
2.4 The Export Promotion Network in the Netherlands.....	18
2.5 The Surveys.....	23
2.5.1 The NMB Bank Survey.....	24
2.5.2 The Amro/KNOV Survey.....	25
2.5.3 The EVD/NIPO Survey.....	28
2.6 Conclusions regarding the Netherlands' Export Position and Public Export Promotion.....	33
2.7 The Export Process.....	34
2.8 Influencing Factors in Export Decision-Making.....	45
2.9 Conclusion.....	46
CHAPTER 3.....	48
An Analysis of the Demand Side.....	48
3.2 U.S. Imports of Food Products.....	48
3.2.1 Alcoholic Beverages.....	52
3.2.2 Confectionery Products.....	52
3.2.3 Bakery Products.....	53
3.2.4 Processed/Preserved Fruits and Vegetables.....	53
3.2.5 Alternative Export Routes.....	54
3.3 An Import Model.....	61
3.4 Organizational Markets.....	63
3.4.1 Industrial Buyers vs. Resellers.....	64
3.5 Reseller studies.....	72
3.6 The Variables.....	76
3.7 Conclusions.....	77
CHAPTER 4.....	79
An Import-Export Interaction Model.....	79
4.1 The Interaction Approach.....	79
4.2 Cross-Cultural Sales Negotiations.....	81
4.3 Inter-Organizational Relationships.....	83
4.4 An Import-Export Interaction Model.....	89
4.5 Conclusions.....	94
CHAPTER 5.....	96
Hypotheses.....	96
5.1 Product-Related Variables.....	97
5.1.1 Type of Food Product.....	97
5.1.2 Exclusive Distribution Rights.....	98
5.1.3 Demand for products currently imported.....	98
5.1.4 Taste.....	99
5.1.5 Nutritional Benefits.....	99
5.1.6 Packaging and Package Modifications.....	99
5.1.7 Size/Relative Shelf Space Required.....	100

5.1.8 Price, including Foreign Exchange Values	100
5.1.9 Market Size.....	101
5.1.10 Market Growth	101
5.1.11 Competition.....	101
5.1.12 Country of Origin	102
5.1.13 Success in the Home Country	102
5.1.14 Test Market Results in the U.S.....	103
5.2 Exporter-Related Variables	103
5.2.1 Advertising & Promotional Efforts.....	103
5.2.2 Reputation	104
5.2.3 Personal Selling Efforts.....	104
5.2.4 Timely Deliveries.....	105
5.3 Importer-Related Variables	106
5.3.1 The Size of the Firm.....	106
5.3.2 Single vs. Group Product Acceptance Decisions	107
5.3.3 Number of Years in Business.....	107
5.4 Importer-Driven Stimuli vs. Exporter-Driven Stimuli.....	107
CHAPTER 6.....	109
Objectives and Methodology of the Research.....	109
6.1 Objectives.....	109
6.2 Methodology for our empirical research	110
6.3 Population and Sampling	113
6.4 Data Analysis.....	114
CHAPTER 7.....	116
Presentation and Analysis of the Results	
7.1 An Introductory Overview of the Results.....	117
7.2 T-Tests	
Tests for Significant Differences Between Two Groups.....	131
7.2.1 Dairy Products vs. Bakery Products.....	131
7.2.2 Beverage Products vs. Food Products.....	132
7.2.3 Exclusive vs. Non-Exclusive Importers	134
7.2.4 Single vs. Group Decision	135
7.2.5 Importer-Driven vs. Exporter-Driven Decisions.....	136
7.2.6 Demand Increased vs. Demand Decreased/Unchanged	137
7.2.7 One Age Category vs. Another Age Category	138
7.3 Analysis of Correlation Coefficients.....	140
7.4 Factor Analysis.....	143
7.4.1 Factor Analysis On the Product- and Exporter-Related Variables Combined.....	150
7.5 Analysis of Means and Dispersions from the Mean	151
7.5.1 Taste.....	155
7.5.2 Nutrition.....	155
7.5.3 Packaging.....	155
7.5.4 Size-Relative Shelf Space Required.....	156
7.5.5 Price.....	156
7.5.6 Market Size and Market Growth.....	157
7.5.7 Competition.....	157
7.5.8 Country of Origin.....	157
7.5.9 Degree of Success in Home Country.....	158
7.5.10 Test Market Results.....	158
7.5.11 Advertising & Promotional Efforts.....	159
7.5.12 Reputation.....	159
7.5.13 Personal Selling Efforts.....	159
7.5.14 Timely Deliveries.....	160
7.5.15 Power-Related Variables.....	160

CHAPTER 8.....	163
Presentation and Analysis of the Results	
8.1 A Brief Overview of the Results (Descriptive Analysis)	164
8.2 What is perceived to be important according to Dutch exporters?.....	167
8.3 T-Tests	
A Comparison of Responses	170
8.3.1 "Dairy Products" vs. "Bakery Products"	171
8.3.2 Fruits & Vegetables vs. "Bakery Products"	172
8.3.3. Dairy Products vs. Fruits & Vegetables.	172
8.3.4 Demand Decrease/ Unchanged vs. Demand Increase	173
8.3.5 A Comparison of Responses Depending on the Age of the Firm.	174
8.4 Correlation Analysis.....	176
8.5 Factor Analysis.....	177
8.6 Summary.....	182
CHAPTER 9.....	185
A Comparison Between the Responses of the	185
9.1 Overall Differences in Responses Between U.S. Importers and Dutch Exporters	186
9.2 Differences in Responses Between U.S. Importers and Dutch Exporters for Specific Criteria and Product Groups.....	188
9.2.1 Discriminant Analysis.....	192
9.2.2 Food I.....	195
9.2.3 Food II.....	197
9.3 Conclusion.....	199
CHAPTER 10	201
What Have We Learned?.....	201
A Summary of Findings as Possible Inputs.....	201
10.1 What are the major determinants of the decision to purchase consumer products from abroad?	205
10.2 What affects the decision to purchase consumer products from abroad?.....	208
10.3 A Preliminary Validation of the Import-Export Interaction Model.....	210
10.3.1 A Word of Caution.....	214
CHAPTER 11	216
Introduction to Expert Systems.....	216
11.1 What are Expert Systems?.....	216
11.2 Knowledge Representation and Manipulation	220
11.3 Expert Systems and Decision Support Systems (DSS).....	226
11.4 Expert Systems in Use.....	232
11.5 Expert Systems in Marketing	233
11.6 Who will use the completed system?.....	236
11.7 What should the system accomplish?	236
11.8 What knowledge and expertise is available?	238
CHAPTER 12	240
Issues in Expert System Development.....	240
12.1 Nature of the Problem	240
12.2 What traditionally makes for a good domain for expert system applications?.....	241
12.3 Knowledge acquisition	245
12.3.1 Literature Search	246
12.3.2 Interviews.....	247
12.3.3 Protocol Analysis	247
12.3.4 Our Selection	248
12.4 Potential difficulties of the domain	248

12.5 Potential Advantages of the domain.....	249
12.6 Hardware and Software specifications.....	249
12.7 Conclusion.....	252
CHAPTER 13.....	253
Construction of a Prototype Expert System Model.....	253
13.1 Rules for the "EXPRES" expert system.....	259
13.2 Validation.....	277
13.3 Suggestions for Testing the Prototype.....	279
CHAPTER 14.....	281
Conclusion and Recommendations.....	281
BIBLIOGRAPHY.....	286
APPENDIX A.....	296
APPENDIX B	
QUESTIONNAIRE U.S. IMPORTERS.....	307
APPENDIX C	
QUESTIONNAIRE DUTCH EXPORTERS.....	318
APPENDIX D	
EXPRES PROGRAM LISTING.....	332
SAMENVATTING.....	346