



Determinants of Export Performance among Small to Medium Enterprises in Zimbabwe

Roseline Tapuwa Karambakuwa¹ and Ronney M Ncwadi²

*¹Department of Economics, Bindura University of Science Education,
P. Bag 1020, Bindura Zimbabwe*

*²Department of Economics, Nelson Mandela University, P.O. Box 77000,
Port Elizabeth, 6031, South Africa*

E-mail: ¹<rkarambakuwa@gmail.com>, ²<Ronney.Ncwadi@nmmu.ac.za>

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ABSTRACT Small to medium enterprises (SMEs) export performance is important in Zimbabwe as the country needs increased exports from all sectors to reduce external trade deficit. The paper pertains the determinants of export performance among SMEs in Zimbabwe. Despite SME export promotion efforts by government, the export performance by the SMEs has been below expectation. A sample consisting of 120 exporting SMEs was engaged for primary data. The researchers also employed secondary data. Econometric regression was carried out using the gravity model of trade while estimation was done using the random effects method. The conclusion from the study was that the following variables determine export performance of SMEs; business ownership, export processing zones (EPZs), export years, firm size, gross domestic product of trading partner and distance from trading partner. Both the government and SMEs need to consider these variables for successful SME export support programs.