

TÍTULO DA TESE EM INGLÊS: The specificities of training in exporting portuguese enterprises

ABSTRACT

The internationalization of enterprises is an effect of globalization, a characteristic of the current world economy. Internationalized enterprises need to have skillful employees in order to be successful and differentiated in the market. Consequently, it's important to develop and make them increasingly productive, which helps to minimize the difficulties that arise in dealing with different markets and different realities from those of the country of origin.

This research focuses on exporting enterprises and the specificities of the training in this type of companies. The main objective is to analyze how the training of employees involved in the export process is affected by the fact that exporting enterprises are integrated into the international market. The research was directed to the 30 largest exporting portuguese enterprises based in Lisbon and a qualitative methodology was adopted, namely the in-depth interview. We were able to interview representatives of the Human Resources Management (the area responsible for training issues) of 11 of the intended companies.

The results showed that the training developed in this type of enterprises is influenced by the fact that they operate internationally, since its contents are directed to relevant issues in this area.

Key words: Globalization, Internationalization, Exporting, Training, Performance, Competitive Advantage