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Entrepreneurial Impact on Brand Development in The Agricultural Export Sector: A Conceptual Framework

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Abstract

It is important for agricultural export companies that want to be more competitive on a global scale to understand the factors that lead to the growth of export brands, even though this is not a common practice among these companies. However, the perspectives of entrepreneurs in companies that have yet to embrace brand development remain underexplored. This study fills in that gap by using institutional rationality theory to help create a framework for thinking about the points of view of entrepreneurial leaders in agricultural export companies. This approach offers valuable insights into the factors influencing brand development in the export sector from an organization's perspective. Furthermore, the research highlights the importance of branding in competitive markets by emphasizing how strong brand equity and entrepreneurial actions drive export brand development and long-term sustainability. It talks about how outside factors, such as cultural norms and laws, affect strategies and suggests a model for further research to improve how international branding is done. So, the results should add to the larger conversation about brand development by giving useful advice on how to make agricultural export businesses more competitive on a global scale.

Keywords: *Agriculture exporters, Entrepreneurship, Export brand development, Institutional Rationality Theory.*

1. Introduction

At present, the phenomenon of globalization has significantly transformed the branding landscape, establishing it as a vital strategy for businesses seeking competitive advantage. Globalization's impact creates new possibilities and boundless prospects, facilitating access to emerging markets for commercial ventures (Veinbergs and Skadina, 2021). Economic integration, globalization, and technological improvement enhance the growth and development of numerous countries by bolstering their export capabilities. Exporting has emerged as a crucial strategy for businesses aiming to reach global markets because it requires less resources and is a first step towards internationalization (Chung and Ho, 2024). Export expansion is essential for stimulating economic growth and overall advancement. Export competitiveness is regarded as a crucial element of national prosperity, facilitating corporate success in the global marketplace. As enterprises capitalize on these prospects, the necessity for strategic brand development becomes progressively vital for differentiation in the global marketplace. Moreover, nations that emphasize export competitiveness and branding tactics might establish a permanent edge in global trade.

Furthermore, researchers have explained that firms can use branding to differentiate their products from those of their competitors, adding value to the organization by developing a brand image and improving brand loyalty (Viardot, 2017; Chung et al., 2019; Cleave et al., 2016). Ranasinghe et al. (2017) highlight that numerous governments have recognized the significance of branding by integrating it into their economic plans, especially in agriculture, which serves as a crucial foundation of the global economy and a principal source of food, employment, and revenue for poor countries. FAO (2023) says that between 2000 and 2021, the value of agricultural products increased by 84%, reaching USD 3.7 trillion. At the same time, the value of food exports rose by 4.4 times, from USD 380 billion to USD 1.66 trillion, with big increases seen in all major commodity groups. Many agricultural companies have relied on branding as a critical instrument to establish a competitive advantage and capture value in the global market. The systematic implementation of branding in the agricultural export sector can markedly improve product visibility and foster sustainable growth. The figures illustrate the rising demand for agricultural products on a global scale.

The export sector universally acknowledges the importance of marketing strategy as a critical element. Amid increasing global economic competition, exporters of various sizes are implementing branding strategies to differentiate themselves from competitors, resulting in a wider client base and improved investments. The growth and development of diverse countries is aided by economic integration, globalization, and technical improvement, all of which help to improve their ability to export goods. Export development is essential for encouraging economic growth and supporting holistic development. In order to improve economic development and sustainability in the competitive global market, it is essential to have strong export competitiveness. Exports have a major effect on the economy since they affect job possibilities, general economic growth, and the stability of international financial transactions (Bashiri et al., 2019). Due to the growth of the home market, a lot of businesses are looking for opportunities in overseas markets. Exporters that want to be successful in different markets worldwide need to be able to create and modify branding strategies. Exporters can improve their market positioning and achieve long-term success by using unique branding techniques. As competition becomes more fierce, businesses need to constantly improve their branding strategy in order to keep up with the changing preferences of their customers and the dynamics of the market.

A substantial number of export companies are currently adopting marketing strategies that emphasize the promotion of their exported products through effective branding. Hasaballah et al. (2019) underscore that the success of exports is contingent upon a variety of factors, such as the scale of the firm, management practices, firm strategy, and the broader environmental context. Much of the existing literature is devoted to the examination of export performance, as exporting has become a prominent topic in scholarly research (Hasaballah et al., 2019; Pinho, 2016). In the academic literature, there is a lack of consensus regarding the factors that influence firm-level decision-making processes, particularly in the development of agricultural export brands. The understanding of this research area from an institutional rationality perspective remains limited, with theoretical explanations still underdeveloped. To fill this gap, the current study's goal is to look into the institutional rationality perspective and offer theoretical insights into how entrepreneurs affect the development of agricultural export brands. Accordingly, the main objective of this paper is to propose a conceptual model answering three research questions:

(1) What institutional forces drive entrepreneurial initiatives and influence marketing-related outcomes for global brand development in the agricultural export sector?

(2) How do companies manage these institutional pressures when developing their own Agriculture export brand?

(3) How do various external forces shape entrepreneurial strategies and influence institutional pressures in developing export brands in the agricultural export sector?

The structure of this paper is as follows. It begins with a review of the literature on previous studies regarding the impact of entrepreneurship and brand-building in the agricultural export sector. This section highlights key findings and gaps in existing research to provide a solid foundation for the study. Furthermore, it gives a conceptual model based on the theory of institutional rationality. This model helps us understand how institutional forces affect entrepreneurial decision-making. Finally, the paper examines implications, limitations, and future research directions, emphasizing the need for further exploration in this understudied area.

2. Literature Survey

Previous studies have shown that brands can significantly benefit companies by shaping consumers' behavior. These advantages include enhanced customer loyalty, increased product endorsements, improved cross-selling opportunities, greater effectiveness of marketing messages, and consumers' readiness to pay higher prices for branded products (Park and Chang, 2022; Aaker, 1996). Moreover, research emphasizes the importance of viewing a brand as a strategic resource for a brand-oriented company, particularly for small and medium-sized enterprises (SMEs) (Mijan, 2015). Most of the literature on brands and brand management focusses on a consumer perspective; however, recently, researchers have started to consider brand management from an organizational point of view (Iyer et al., 2018). Ferreira and Coelho (2017) emphasized the significance of developing and leveraging effective branding capabilities to achieve long-term success in the marketplace. According to Iyer et al. (2018), organizations need to adopt the right mindset and implement appropriate processes to successfully create and sustain brands in the long run. This perspective is particularly relevant for agricultural products, which play a significant role in the economies of developing countries and are often the primary source of income for small-scale farmers. Henn et al. (2020) highlight the notable significance of agricultural and commodity exports, particularly due to the substantial concentration of the workforce in the agricultural sector within many developing countries. Furthermore, in modern "buyer-driven" global markets, having an effective agricultural brand may provide a competitive edge for farmers in poor countries. Docherty (2012) proposed that the most effective method for fighting poverty is to offer value-added products and develop strong agricultural brands. According to Ogasavara et al. (2016), agricultural cooperatives have been slow to build brands instead of seeking government protection and financial support. Researchers have also found that branding plays a crucial role in strengthening the value chain and enhancing the market competitiveness of smallholders. Effectively managing brands is crucial for achieving favorable business performance. It is vital to recognize that brands possess enduring value over time (Vidic and Vadnjal, 2013).

Several scholars have highlighted the critical roles that both leadership and entrepreneurship play in brand development. According to Herath and De Silva (2011), marketing strategies based on the company's capabilities, innovations, and leaders' vision, risk-taking, and dedication are all closely linked to strategic decisions. Burmann et al. (2009) conducted a study in the field of leadership-based brand building. Their research specifically concentrated on the service sector, and they found that leaders within an organization play a key role in driving brand-oriented employee behavior. The strategic decisions made by businesses are closely linked to the entrepreneurial behavior and activity, as well as the attitude, experience, and expertise in marketing of the owner-manager (Bocconcelli et al., 2018). Furthermore, the ability of leaders to foster a strong organizational culture aligned with brand values significantly enhances brand development. This highlights the intertwined nature of leadership and branding, emphasizing the importance of strategic alignment between entrepreneurial initiatives and marketing objectives.

Baumgarth (2010) suggests that leadership plays a crucial role in internal branding, either as an influential factor or as a central force in driving and executing the internal branding process. Entrepreneurial orientation has been extensively explored in both strategies and entrepreneurship. The notion of Entrepreneurial orientation captures the organizational-level procedures, approaches, and decision-making styles of entrepreneurial firms. It is commonly employed as a measurement tool that encompasses three key dimensions: innovativeness, proactiveness, and risk-taking (Ferreira and Coelho, 2017). However, the existing body of literature exploring organizational-level factors that influence internal branding is limited (Punjaisri and Wilson, 2011; Iyer et al., 2018). This gap underscores the need for further research to explore how entrepreneurial orientation can be leveraged to enhance internal branding practices within organizations.

However, this study is not sufficient to understand how entrepreneurial impact contributes to the development of agricultural export brands. The existing literature primarily focuses on firm capabilities and resource capabilities in international branding, with few studies delving into the factors that influence the organizational decision-making process that leads to agricultural brand development in the export industry. Therefore, this study attempts to bridge this gap by exploring how these factors impact the organizational decision-making process for agriculture brand development, adopting institutional rationality theory as a theoretical lens. Furthermore, this research aims to provide a deeper understanding of how external market dynamics and internal organizational factors interact to shape branding strategies. Additionally, it seeks to contribute to the growing discourse on agricultural branding by offering a conceptual framework to guide future empirical investigations.

2.1 Theoretical Underpinnings

The variables of the theoretical framework are identified based on the Theory of Institutional Rationality. The theory of rationality, which states that every action and decision should be rational, was chosen as the most appropriate theoretical lens to examine the phenomena (Simon, 2012). This choice is primarily based on the fact that developing a firm's own agriculture brand is a decision taken by the organization, and there should be a rationale behind that decision. Therefore, it is observed that the theory of rationality can be utilized to understand the conditions behind the decision to develop the firm's own export brand. Furthermore, this theoretical approach allows for the exploration of how institutional pressures, such as market demands and regulatory frameworks, influence organizational decisions. By adopting this perspective, the study aims to provide a structured understanding of the decision-making processes related to export brand development in the agricultural sector.

When exploring the theory of rationality, it can be broadly categorized into two distinct types: embodied rationality and disembodied rationality. Additionally, it can be further categorized into several subtypes, such as economic, bureaucratic, technocratic, institutional, contextual, and situational (Townley, 2008). After considering these different theories, it becomes apparent that the Theory of Institutional Rationality is well-suited to explain the logic and reasoning behind the actions and behaviors observed within institutional settings (Townley, 2008). Redmond (2016) noted that institutional rationality exhibits dual modes, referred to as pre-scripted rationality and planning rationality. Verstegen (2015) further expanded on this concept by proposing two-stage rationality, which provides a framework for understanding organizational decision-making processes. This theoretical approach allows for a nuanced examination of how institutional norms and pressures shape strategic decisions in organizations. When considering available literature on the theory of rationality, the researcher observed that the Theory of Institutional Rationality is the most suitable to explore the phenomena. Furthermore, it provides a robust foundation for analyzing the interplay between institutional constraints and organizational agency in the context of decision-making.

2.1.1 Improve Current Service Offerings

According to Weber (1948), rationalization is the process of transforming an uncontrollable and unintelligible world into one that can be understood and predicted. According to Redmond (2016), human rationality is influenced by evolutionary forces, as the human mind is a product of such forces. Therefore, the evolution of rationality takes place within a social context. Consequently, rationality is shaped to depend on and collaborate with individuals who possess similar rationality. This interdependence allows for the alignment of collective behavior toward shared goals. Institutional rationality mainly explains cognitive processes that involve a complex and multi-tiered system. It requires two types of thinking: rule-following behaviors and purpose-seeking behaviors. Redmond (2004) further explains that institutions represent a range of behavioral guides, including habits, norms, customs, traditions, and laws. These behavioral guides play a crucial role in shaping individual actions within an organizational framework. According to institutional theorists, practices are primarily rooted in cultural systems that embody a range of activities, social conflicts, and moral dilemmas individuals are compelled to engage with in their everyday lives (Lounsbury, 2007). These embedded practices further influence decision-making processes, thereby affecting organizational behaviors and outcomes.

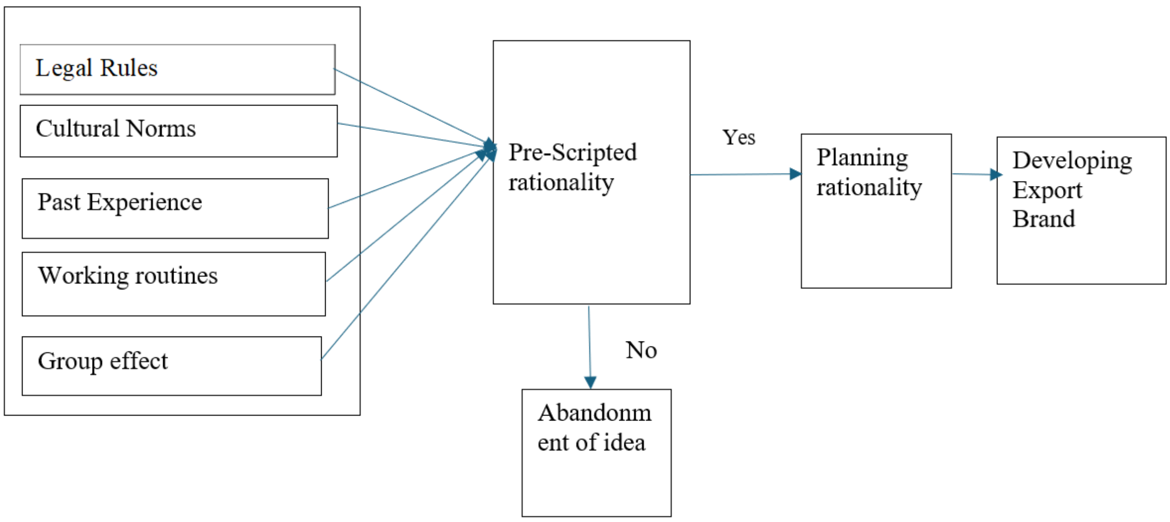
Institutional rationality acknowledges that organizations consist of different societal spheres, each with its unique reasoning or logic. In this context, organizations and management are expected to act rationally by providing justifications for their decisions, adopted policies, and exercised power. Rationality in organizational behavior entails operating in a rational manner when dealing with individuals and other stakeholders, ensuring alignment with established norms and principles (Wilson, 1971; Redmond, 2004). Weber (1948) noted that one aspect of this process is the growing differentiation between various spheres. Consequently, these spheres have formed a calculable external environment with modern state administrative structures, formalized legal systems, and advancements in modern science. Rationalization separates society into distinct domains of activity or value, referred to as value spheres. Weber identified multiple value spheres in society, including religious, economic, political, cultural, aesthetic, and intellectual spheres (Weber, 1948). As each sphere becomes more specialized, its internal logic increasingly influences the actions of individuals and organizations within that sphere. However, as these spheres gain more autonomy, conflicts arise between them since each sphere has its own reasoning.

Redmond (2003) further categorized institutional rationality into two modes: 'pre-scripted' rationality and 'planning' rationality. Further, he emphasized that planning rationality is involved in situations that threaten the survival and betterment of individuals and groups. This mode of rationality exhibits purpose-seeking behavior. When previously formed solutions are unfavorable or when new opportunities are evident or when new threats appear, active cognition results in new solutions. If such planned responses are successful, then such responses will be institutionalized and become pre-scripted. This cycle of adaptation and institutionalization is essential in maintaining organizational relevance and effectiveness in a constantly changing environment. As per Redmond (2003), institutional change is driven by this mode of rationality.

According to Williamson (2000), dual-mode rationality influences the decision-making process, leadership style, and organizational structures, ultimately affecting the decision-making process. In this dual-mode institutional model, decision-making and responsibilities are allocated across management levels. Williamson (2000) explained that upper-level management may display purpose-seeking behaviors, while lower-level management is institutionally required to adhere to routine, rule-following behavior. Verstegen (2011) also stated that outside factors, such as legal or cultural rules, shape coordination within an organization. Some controls can be determined internally, some can be slightly influenced, and some are formed externally to the organization. This duality creates a dynamic environment where different layers of decision-making coexist and are influenced by distinct rationalities. As a result, understanding the interaction between these modes provides critical insights into how organizations balance innovation with stability. After considering these various theories, it becomes apparent that the Theory of Institutional Rationality is well-suited for explaining the logic and reasoning behind the actions and behaviors observed within institutional settings (Townley, 2008).

This conceptual framework is based on institutional rationality. Remember, the collection of data in the actual study could lead to changes in this framework based on the findings. The objective of this framework is to be adaptable, allowing for the consideration of new insights that may emerge during the research process. The objective of the present investigation is to comprehend the institutional and technical factors that influence the decision to establish an independent brand within the agricultural sector. The decision to adopt or reject the development of an export brand is an outcome of the organization's decision-making process. Therefore, the theory of rationality can explain the conditions that impact such decisions. Within the realm of the theory of rationality, there are various theories to choose from. After careful consideration, the theory of two-stage rationality, which falls under the Theory of Institutional Rationality, has been selected as the theoretical framework for analyzing the phenomenon. This theory allows for a nuanced understanding of the decision-making process by emphasizing the interplay of both planned and pre-scripted rational behaviors. We will collect data for the subsequent empirical study from key personnel within agricultural export companies who are directly involved in brand development. This will include company owners, senior and middle-level managers, and managers from the International Marketing Department. We will select these participants based on their direct involvement and experience in brand development activities within their respective organizations. This targeted approach will make sure that the data collected gives us useful and insightful information about the institutional and technical factors that affect decisions about brand development in the agricultural export sector.

Figure 9 Conceptual Indicator Model



The theoretical framework suggests that new ideas are conceptualized as arising from the surrounding environment, manifesting in a variety of forms, including innovative practices, business models, and systems. A variety of factors, such as legal regulations, cultural norms, prior experiences, organizational working procedures, and group effects, influence these concepts. The process becomes intricate and dynamic as these factors influence the initial conception of an idea. The novel concept under consideration in this investigation is the establishment of an individual export brand. Companies enter the initial stage of rationality, which is referred to as pre-scripted rationality, upon the emergence of the idea. This stage requires entrepreneurs to make a decision regarding the new concept. During this stage, entrepreneurs identify choice alternatives and establish their preferences based on various conditions that influence their decision-making process. If entrepreneurs do not see a rationale in further considering the new idea based on the conditions, the idea will be abandoned at this stage. Nevertheless, entrepreneurs will advance to the subsequent stage, which is referred to as planning rationality, if they perceive a compelling reason to investigate the new concept further. Entrepreneurs participate in discussions regarding the implementation of their new concept within the organization and make decisions regarding the growth of their own export brand during this phase. This will lead to the organization's adoption of the novel concept. The critical role of rational decision-making in the transformation of an initial concept into a fully realized strategy is underscored by this process.

The purpose of this research is to explore why companies in the agriculture export industry in Sri Lanka are lacking in interest in developing their own export brand. While many researchers primarily concentrate on firm capabilities and resource capabilities in the context of international branding, there is limited research that explores the factors influencing the decision to develop one's own export brand. In this situation, it is very important for researchers to really understand how institutions see the growth of their own export brand, because these views have a direct effect on strategic decisions and long-term brand development goals. Furthermore, this research aims to bridge the understanding gap by examining the impact of entrepreneurial actions on brand development in the agricultural export sector.

3. Institutional Rationality and Decision-Making

After considering various theories, it becomes apparent that the Theory of Institutional Rationality is well-suited for explaining the logic and reasoning behind the actions and behaviors observed in institutional settings (Townley, 2008). According to Verstegen (2011), the organization is partly independent and partly formed within it. Therefore, management controls the development of the organization. Verstegen (2015) characterizes pre-scripted rationality as the stage that defines the parameters of the decision problem for the subsequent phase. Researchers further explained that, to effectively navigate this decision phase, it is necessary to understand the concept of bounded rational choices. Understanding the elements that influence the boundaries of the decision room is critical. Verstegen (2011) contends that external influences, such as legal or cultural regulations, influence cooperation within an organization. Although the organization may establish certain controls internally, it has the ability to influence others to a certain extent, and certain controls are wholly external to the organization. The constraints may arise from the legal, social, and cultural background of the decision-maker, as well as the organization's historical evolution and current economic circumstances (Verstegen, 2015). According to the researcher, cultural norms and values have a major influence in determining decision-making. Furthermore, past experience and financial conditions are also critical factors for the decision room. These factors create a framework within which decision-makers are likely to operate, shaping their decision-making process. Without knowing the boundaries or limitations of the decision problem, it is difficult to determine whether the decision made in the second phase is rational or not (Verstegen, 2015). If the decision maker does not see a rationale for further considering the new idea, they will abandon it at this stage without moving it to the second phase. Therefore, the initial phase plays a crucial role in ascertaining the rationality of the subsequent decision.

According to Redmond (2008), prescriptive rationality explains behavior controlled by internalized habits and norms when the application of a previously planned solution is workable. Both individual and social mechanisms often influence this behavior. Further, Redmond (2016) explained that prescription rationality, which is based on previously internalized habits, norms, customs, laws, or past actions, recovers solutions generated during the prior exercise of planning rationality. Thus, the application of pre-scripted rationality often leads to predictable outcomes based on prior decisions and experiences.

Planning rationality is based on a more active cognition, which involves attention and problem solving. Active cognition leads to reformulated or new solutions when previously developed solutions or new opportunities show up, or when new threats show up. This is called planning rationality (Redmond, 2004). The researcher further asserts that pre-scripted rationality-directed behavior necessitates relatively less cognitive effort, whereas planning rationality necessitates a relatively high cognitive effort. Planning rationality is considered a powerful tool for institutional change (Redmond, 2003). Moreover, it plays a crucial role in shaping decisions under conditions that significantly impact the survival and well-being of individuals and groups. Furthermore, Redmond (2004) explained that planning rationality mainly focuses on cognitive capabilities in situations of significance for the survival and well-being of the individual and the group. If such situations recur, the planned response, if successful, becomes institutionalized, influencing future behavior and decision-making.

According to Townley (2008), the institutional logic framework holds significance in the context of corporate rebranding because organizations may find themselves simultaneously adhering to values and beliefs associated with multiple competing institutional forms. When considering the decision to develop your export brand, it is one that entrepreneurs can make at their discretion. The purpose of this study is to understand the factors that influence the decision to develop export brands. The proposed study will employ institutional rationality, given that this decision is an organizational one. Hence, based on the above arguments and evidence, it can be assumed that the entrepreneur's impact on the decision-making process is crucial, as their strategic vision and understanding of market dynamics directly influence the brand development process.

Consequently, based on the above arguments and evidence assume that,

Proposition 1: Legal rules significantly influence pre-scripted rationality in organizational decision-making.

Proposition 2: Cultural norms significantly influence pre-scripted rationality in organizational decision-making.

Proposition 3: Past experiences significantly influence pre-scripted rationality in organizational decision-making.

Proposition 4: Working routines and group effect significantly influence pre-scripted rationality in organizational decision-making.

Proposition 5: Group effect significantly influence pre-scripted rationality in organizational decision-making.

Proposition 6: Organizations with well-defined pre-scripted rationality transition to planning rationality when encountering novel opportunities.

Proposition 7: Active cognitive efforts in planning rationality are positively associated with the decision to develop export brands.

The relationships and propositions developed in the above section are shown in the following the theoretical model Figure 1.

4. Implications for Research

This study critically examines the correlation between entrepreneurship and brand development in the agricultural export industry. The research endeavors to address the extant gaps in literature and make a contribution to the current body of knowledge by addressing this topic. It emphasizes the interaction between branding strategies and entrepreneurship in the agricultural export sector, a topic that is frequently neglected in academic research. Additionally, the results of this investigation may offer enterprises who are endeavoring to negotiate the intricacies of brand development in the agricultural export market valuable insights. The proposed study aims to increase the understanding of worldwide branding by examining the external influences that affect the development of export brands. This is important from a theoretical standpoint. Internal capabilities, such as firm resources and competencies, are the focus of much of the work now in publication, but this study highlights equally important external factors. The application of the Theory of Institutional Rationality (Redmond, 2004) as a theoretical lens enables the development of a novel viewpoint. Organizations' responses to external factors, including regulations, cultural norms, and market dynamics, are elucidated by institutional rationality, particularly its dual-mode concept. The study provides a more comprehensive comprehension of the obstacles agricultural exporters encounter when attempting to establish competitive brands by implementing this framework. Furthermore, it investigates the interaction between these external factors and organizational decision-making processes, thereby broadening the comprehension of brand development in the export sector.

The concept of institutional rationality has not been widely explored in international branding research, especially in the context of dual-mode rationality. This gap highlights an opportunity to advance knowledge by examining how institutional forces interact with entrepreneurial decision-making. The proposed study aims to address this gap, thereby contributing to the theoretical understanding of international branding and offering insights for future research in related areas. By incorporating this perspective, the study provides a unique lens through which the complexities of branding decisions in the global marketplace can be better understood.

Practically, this study has significant implications for entrepreneurs and practitioners in the agricultural export industry. It aims to provide insights that can guide decision-making processes when developing export brands, especially in competitive global markets. By focusing on Sri Lanka's agricultural exports, the research provides a localized perspective that can inform strategies for adding value to products and enhancing brand positioning. The outcomes will be particularly advantageous for small and medium enterprises (SMEs) seeking to enter international markets despite facing resource limitations. The report offers practical guidance for tackling common challenges faced by these businesses in brand development. Additionally, the study addresses a lack of research on this topic in the Sri Lankan context. By focusing on the agricultural exporting industry, the research aims to bridge this empirical gap and provide a foundation for more localized studies. Sri Lanka, as a developing nation, has the potential to strengthen its agricultural export performance by adopting strategies that emphasize brand development and value addition. The study's insights could also support policymakers and industry stakeholders in long-term planning and decision-making. Furthermore, the findings may encourage greater collaboration between the public and private sectors to foster sustainable growth in the agricultural export industry.

Moreover, the results may stimulate future scholarly investigations in this domain. Examining ideas like dual-mode rationality and worldwide branding about agricultural exports encourages further investigation of these themes. Future research would improve our comprehension of branding strategies across various markets and provide a more thorough perspective on the problems and opportunities in global branding. It could also add to the theoretical framework of institutional rationality by including dynamics that are unique to each industry. This would make the research more useful in both academic and real-world settings. The findings could also pave the way for cross-disciplinary studies that integrate entrepreneurship, international marketing, and institutional theory.

5. Limitations and Future Research

This study acknowledges certain limitations. First, it employs the institutional rationality theory to analyze the entrepreneurial impact on factors associated with developing agriculture export brands. While this theoretical perspective offers valuable insights, it does not capture the full complexity of factors influencing export brand development. Future research could explore additional factors influencing the development of agricultural export brands and apply alternative theoretical perspectives, such as the Resource-Based Theory and Resource Dependence Theory, to broaden the scope of understanding. Second, further studies could examine variables like firm size and the influence of business partners on export brand development, which might reveal critical dynamics not captured in this study. Investigating how factors such as the degree of organizational learning influence the development of export brands may provide significant insights into the internal mechanisms that contribute to brand success. Furthermore, examining the impact of government regulations, market dynamics, and cultural factors may yield a more thorough framework for comprehending export brand creation. Third, future researchers can study the development of a company's own export brands in other industries to determine whether similar conditions contribute to the lack of interest in establishing such brands. For instance, a comparison can be made with industries such as the Apparel export industry and the coconut export industry, and the authors are currently in the process of empirically validating it within the framework of emerging economies. Such extensions would further contribute to the theoretical and practical understanding of international branding and export market strategies, paving the way for more effective and holistic approaches.

6. Conclusion

The concept of brand orientation has received significant academic focus in recent decades. Research increasingly emphasizes the importance of branding as a fundamental component of a company's marketing strategy, with a robust brand serving to distinguish it in competitive markets. Keller and Brexendor (2019) assert that cultivating a strong brand with substantial equity offers organizations various strategic benefits by facilitating more effective decision-making aimed at long-term sustainability. This paper introduces a conceptual framework that aims to clarify the export brand development process and scrutinize the impact of entrepreneurship on brand development. This study posits that entrepreneurial influence is crucial in determining decisions regarding export brand development and analyses the factors that impact these decisions. This study's model is based on the theoretical principles of institutional rationality theory. This research looks at several outside factors, including laws, cultural norms, past events, established work habits, and the way people interact with each other that affect how new export brand development strategies are adopted. Furthermore, it analyses the pivotal impact of entrepreneurial influence on the formulation of these strategic decisions. This study employs a theoretical model grounded in institutional rationality theory to enhance the understanding of export brand growth by illustrating the continuous interaction between external circumstances and entrepreneurial actions. The suggested paradigm provides a robust basis for future empirical study to confirm and enhance its applicability. This study emphasizes the strategic importance of promoting innovation to address obstacles in export branding by conceptualizing entrepreneurial adaptability in response to external constraints. Further research on this concept is necessary to assess its efficacy across diverse markets and industries. This will enhance its theoretical depth and increase its utility for worldwide branding initiatives.

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