The development of innovation capability is an important topic for both managers and academics. However, studies that investigate which elements integrate innovation capability in the context of export market are very scarce. The purpose of this paper is to identify important dimensions to build a scale for measuring innovation capability in exporting firms. Survey data of 471 exporting manufacturing firms was used to develop this scale. The findings reveal that innovation capability is a higher-order construct formed by four dimensions: innovativeness, technological capability, innovation strategy and new product development capability. The results also indicate that all four dimensions of the innovation capability scale are positively and significantly associated with export venture performance.

Keywords. Innovation, Strategy, Technology, New product, Export industry.