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## Editorial

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**Biographical notes:** Dafnis N. Coudounaris is an Assistant Professor in International Marketing at the Department of Marketing of the University of Vaasa, Vaasa, Finland. He received his BSc in Economics from The National and Kapodistrian University of Athens, Postgraduate Diploma in Marketing from Bristol Polytechnic, MSc in International Business from UMIST, and PhD in Industrial Marketing from Lulea University of Technology. He has published several papers in international journals such as *MIR*, *Jl Management*, *IBR*, *P&M* and *JBR*. He serves as a member of the editorial review board of the *Journal of Innovation and Knowledge* and is a member of the Board of Governors of GIKA.

Stan Paliwoda is an Emeritus Professor of Marketing at Strathclyde Business School, Department of Marketing, University of Strathclyde, Glasgow. He is a former Senior Examiner of the Institute of Export in the UK and has written various textbooks and particularly a seminal one entitled *International Marketing* with co-author Professor Michael Thomas. He has published 50 articles in books and international journals. He is the Deputy Editor of the *Journal of Customer Behaviour* and fellow of both Chartered Institute of Marketing and Chartered Management Institute. He is an international trustee of IP Management Poland and has served as a member of several editorial boards.

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Welcome to the inaugural issue of the *International Journal of Export Marketing*. This journal was developed to cover the gap in international journals dealing with export marketing. The mix of papers in the current issue relates to the advancement of research in the field of export marketing.

The first paper, by Eduardsen and Marinova, seeks to provide insights into the ways in which SME decision-makers perceive risks in foreign markets. A qualitative approach with interviews based on Danish firms operating in four different industries was the background to the data collection. The findings of the study suggest that while risk

awareness exists, internationalisation is not perceived as risky behaviour by decision-makers. However, findings show the importance of the background of decision-makers, including cognitive and psychological characteristics, such as self-efficacy and locus of control, and their experiences in explaining risk perceptions.

Zucchella, Hagen, Denicolai and Masucci offer insights about how the niche strategic pattern can influence internationalisation. The investigated case studies shed light on the niche explorative phase in which opportunity creation and enactment processes take place and on the niche exploitative phase in which the strategic pattern is refined and supports increasing internationalisation. The exploitation can lead to further changes in the strategic pattern of the firm and to its internationalisation strategy.

Glavee-Geo and Engelseth provide further insight into some of the key factors that firms should consider in safeguarding their business relationships while trading in international and global markets. The study utilises multiple case studies of exporting firms within the Sunnmøre region of Norway. The firms use a variety of governance forms to secure and safeguard international transactions and relationships. These forms impact on the quality of international buyer-supplier relationships and export performance. Consequently, institutionally embedded governance forms should consider factors such as export market condition, product characteristics, documentation requirements and payment methods, type of customer and destination of exported goods. The choice of governance forms in safeguarding international buyer-seller transactions should be made based on these underlying factors. The use of multiple case studies elicits the commonality of themes which this study seeks to highlight despite the differences in the firms' products, strategies and business models. The study can possibly transfer some of the general findings across industries and regions.

Geldres-Weiss and Carrasco-Roa examine how difference in difference matching (DDM) method can be applied to export marketing assistance offered to firms by governments. The study took place in Chile among 72 SME exporters during the period 2002 to 2011. The treatment variable was the use of four export promotion programs by these firms and export performance was the difference in export sales between 2002 and 2011. The technique produced accurate results concerning the impact assessment, considering control groups and ex-ante and ex-post groups.

In a related domain, Bahng, Yang and Reilly investigate how Hawaiian apparel manufacturers' export businesses are performing in globalised circumstances. The study reveals that global market partnership is one of the most important factors that can boost exports. Collaboration with trustworthy international trade agencies turned out to be a key to success in exports. Government support (e.g., subsidy, tax benefit) and practical educational training (e.g., export seminars) may be necessary, and legal protection of designs should be adopted internationally.

### **Dedication to Professor Michael Z. Brooke (1921–2003)**

This inaugural issue of the *International Journal of Export Marketing* is dedicated to the memory of Professor Michael Z. Brooke from UMIST who was my teacher during the period 1982 to 1985. I was an excellent student in his class and I dedicate this issue to him out of respect for his efforts in international management. As his student, I read and studied his seminal works such as 'The international firm' (Brooke and Remmers, 1977), 'The strategy of multinational enterprise' (Brooke and Remmers, 1978), 'International

corporate planning' (Brooke and van Beusekom, 1979), 'Centralisation and autonomy: a study in organisational behaviour' (Brooke, 1984), and 'International management: a review of strategies and operations' (Brooke, 1986). Professor Brooke was the 'Authority of International Business in UK', a title that could be given to him. He developed the international business unit at UMIST and many PhD students had the opportunity to complete their degrees. Furthermore, he published the *Handbook of International Financial Management* (Brooke, 1990) and he studied with passion the activities of MNEs with Professor Peter Buckley and both published a book entitled *International Business Studies – An Overview* (Buckley and Brooke, 1992). Over the years, he loved to research MNEs as he had personal contacts with CEOs in *BP* and other big organisations in the pharmaceutical industry *Pfizer* and *La Roche*.

This year, we launch the *International Journal of Export Marketing* with the assistance of the Inderscience Publishers fulfilling his endeavours for further studies on exporting, an area of international business. Emeritus Professor Dr. Stan Paliwoda, Associate Editor of this journal and I continue to work within.

Editor-in-Chief Assistant Professor of International Marketing Dr. Dafnis N. Coudounaris, Department of Marketing, University of Vaasa, Vaasa, Finland.

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