
Editorial

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Biographical notes: Dafnis N. Coudounaris is an Associate Professor of Innovation Management at the School of Economics and Business Administration of the University of Tartu, Estonia. 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*, *JManagement*, *IBR*, *P&M* and *JBR*. He serves as a member of the editorial review boards of *JBR* and *JJ & Knowledge* and is a member of the Board of Governors of GIKA.

Stanley Joseph 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.

Welcome to the second issue of the *International Journal of Export Marketing*. This issue includes four papers in the field of export marketing. In particular, the papers deal with issues such as the barriers to exporting, motives for exporting, and exports' perceived advantages on export performance, export-related resources and capabilities which impact on economic, strategic and relational dimensions of export performance, firm's resources and capabilities investment and export competitive advantage, and the culture related to international market selection.

The first paper, by Anil, Shoham and Pfajfar, seeks to develop and test empirically a model assessing the impact of internal and external barriers to exporting, motives for

exporting, and exports' perceived advantages on export performance of Turkish SMEs. The authors found that each of the four antecedents affects at least one dimension of export performance. However, they surprisingly showed that the impact of perceptions of external barriers on performance was positive, leading them to argue that trading barriers force exporters to be more efficient and competitive.

Ferreira and Simões investigate how firms' distinctive resources and capabilities relate to export market competitive advantages and how these advantages are linked to superior export performance. These authors identified different combinations of export-related resources and capabilities as sources of cost, product and service-type advantages which impact on three types of export performance, i.e., economic, strategic and relational dimensions of export performance. The findings of this study reveal that the differentiated effects of resources and capabilities are worth pursuing for developing a competitive advantage in order to exploit foreign markets.

Ngo and Janssen examine the impact of different institutional attributes (i.e., the degree of perceived specificity, stability, predictability, and enforceability of property rights and contracting institutions) on the firm's resources and capabilities investment, as well as competitive advantage under different degrees of competitive pressures in domestic and overseas markets. Their model is tested among exporting firms in Vietnam. Their findings support that there are strong relationships between the domestic institutional environment and the firm's export-related resources and capabilities investment, as well as between export-related resources and capabilities investment and export competitive advantage. However, the moderating effect of competitive pressures is not supported.

Finally, Budeva and Mullen investigate whether cultural distance influences export success. These researchers use a cross-sectional time-series analysis to test the influence of culture based on Inglehart's value system and data from two waves of the WVS on total exports and exports by industry. They also control for many macro-environmental variables found to be significant in previous IMS research. Besides, the regulative and normative institutional differences are found to be significant for some but not all products. Cultural differences are found to have persistent and significant effect on export activity i.e., for total exports and across industries.

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