
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, 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 the 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 boards of *Journal of Business Research* and *Journal of Innovation and Knowledge* and is a member of the Board of Governors of GIKA.

Stanley Joseph Paliwoda is an Emeritus Professor of Marketing at the 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 52 articles in books and international journals. He is the Deputy Editor of the *Journal of Customer Behaviour* and a Fellow of both the 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 third issue of the *International Journal of Export Marketing*. This issue includes four papers in the field of export marketing and internationalisation of businesses. The first paper links exports from Tanzania to other countries, while the second deals with aspects of the internationalisation of businesses (i.e., risk management) from Nordic countries to Nigeria. The third paper concerns exports from India, and the fourth with Australian exports. In particular, four papers deal with a variety of issues in exporting and internationalisation such as the mediating role of entrepreneurial

orientation in the relationship between firms' manufacturing capability and export intensity, the risk management behaviours of Nordic firms in Nigeria, the relationship between pricing policies of exporting Indian firms, their cost competitiveness and demand conditions in the partial equilibrium imperfect competition model, and finally, unethical activities in innovation roles of decision makers of Australian SME exporters in export initiation.

In first paper, Rwehumbiza examines, based on the resource-based view, the mediating role of entrepreneurial orientation in the relationship between firms' manufacturing capability and export intensity in the context of hostile business environments such as in Tanzania. The study reveals that the effect of manufacturing capability on export intensity is mediated by entrepreneurial orientation. In particular, firms' operational processes provide entrepreneurially-oriented managers with a mental map that enables them to find the most appropriate opportunities in the export markets.

Chwialkowska and Ganiyu investigate how project marketers deal with the country's uncertainties, and through multiple case study analyses the risk management behaviours of Nordic companies operating in Nigeria. Based on network theory, the authors analyse the host-country risks and explain how international project managers control local networks in their effort to identify, evaluate and manage risks. This study contributes to the project management literature and elaborates on the risks engaged in an emerging developing country such as Nigeria. In addition, the study emphasises the role of technological leadership and organisational leadership that both influence the Nigerian business environment, even in the case where a foreign firm localises its operations by employing host-country workers.

Kumar examines the dynamic relationship between the pricing policies of exporting firms, their cost competitiveness and demand conditions in the partial equilibrium imperfect competition model by applying panel vector autoregression (VAR) techniques on quarterly data by sector and region, drawn from CII surveys during 2002–2016. His findings support that unanticipated changes in cost competitiveness and demand levels appear to exert non-negligible effects on export-domestic price margins. During the last period of investigation, 2013q1–2016q2, the impact of cyclical demand conditions encouraged exporting Indian firms to increase their export-domestic price margin due to more favourable foreign demand in comparison to the worsening of their cost competitiveness.

Finally, Rees investigates unethical activities undertaken by decision makers in innovation roles involved in SME export initiation. Previous research has revealed that unethical activities occur in exports. The study, which was based on a qualitative approach of 13 Australian SMEs in export initiation, revealed that in more than half of the cases, decision-makers, while performing their innovation roles, were engaged in unethical activities. The study confirmed that unethical incidents occurred between importers and exporters, as well as between decision-makers within the exporting firm. The source and direction of unethical activities by innovation roles in export initiation may assist in explaining regular and sporadic export phenomena.

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