
Editorial

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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 57 articles in books and international journals. He is a Deputy Editor of the *Journal of Customer Behaviour* and 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 fourth issue of volume 1 of the *International Journal of Export Marketing (IJEXPORTM)*. We would like to inform the academic community that, as from January 2018, *IJEXPORTM* will be published on a quarterly basis. This issue includes four papers in the field of export marketing and international business. We want to express our appreciation to and thank Professor Marin Marinov from the Aalborg University in Denmark and Professor Satya Bhusan Dash from the Indian Institute of

Management Lucknow in India, who supported this issue by inviting the authors of the last two papers to submit their research to *IJEXPORTM*.

The four papers which are included in this issue are summarised in the following paragraphs. The first paper links users across the globe who interact with firms on social media in Finland and Poland. The second paper deals with the relationship between the market entry strategies of emerging market firms, specifically Indian firms, and their post entry performance in a developed market, namely Germany. The third paper refers to the challenges that Brazilian exporting firms face in the fashion industry, while the fourth paper discusses one influential factor in internationalisation strategy, i.e., psychic distance in a manipulated environment setting in an emerging market. In particular, the papers deal with a variety of issues in social media, marketing entry strategies, the challenges facing exporting firms of an emerging country and the psychic distance of firms in an emerging market.

The first paper by Chwialkowska and Kontkanen has the objective of establishing how users across the globe while interacting with firms operating in international culturally diverse markets respond to firm-generated content on social media. Are users affected by the three cultural dimensions of in-group collectivism, indulgence, and masculinity? In order to achieve this objective, the authors utilise research diaries, open-ended narratives and interviews with informants from Finland and Poland. Their study reveals that it is not the intensity of social media use that differs among cultures with different levels of in-group collectivism, as previously thought, but whether user responses to firm-generated content are public (content sharing, commenting, or clicking 'like'), or private (reading and watching content).

In addition, this paper investigates how the previously neglected cultural dimensions of masculinity vs. femininity and indulgence vs. restraint shape user responses to firm-generated content. Furthermore, the authors demonstrate that cultural dimensions should not be studied in isolation. Finally, the study offers critical managerial insights regarding how to appeal to the motivations of social media users from different cultural backgrounds.

Garg explores the relationship between the market entry strategies of emerging market firms by focusing on Indian firms and their post entry performance in a developed market, namely Germany. This study is based on the learning theory of internationalisation, and its hypotheses are developed in terms of the impact of different market entry modes on performance, and on the moderating effect of international exposure on this relationship. The hypotheses are tested on a sample of 159 Indian firms in Germany by using secondary data. Multivariate regression analyses show strong interaction effects of international exposure, but only weak direct effects of different market entry modes on performance. This study contributes to the literature on market entry in general and contributes new insights to the analysis of market entry strategies of emerging market firms.

In the third study, Maclennan, Suter, and Spers investigate the characteristics of emerging market enterprises (EMEs) in the Brazilian fashion export industry. A qualitative and exploratory approach is applied. In depth interviews are conducted with market agents (three demanding agents and five support agents). The results reveal the challenges that Brazilian exporters face in the fashion industry. Many of the problems are external to the firm, such as high duty and exchange rate variation. There are also internal problems, such as the lack of quality and customer support. The study ascertains which attitudes can mitigate some of the difficulties and challenges faced by EMEs. Thus, it

contributes to guiding managers in the fashion industry when searching for competitiveness abroad, and with contract deadlines and quality issues. Finally, this study provides evidence of the main challenges to the maturity of international operations as well as providing new insights on the business development opportunities of Brazilian fashion exporters.

Finally, Szylit and Botelho investigate one influential factor of internationalisation strategy, i.e., the psychic distance produced by cultural and business distance. Many studies have analysed the relationship between internationalisation strategy and psychic distance. However, most empirical studies up to now have analysed this strategy *a posteriori*. The authors examine whether psychic distance impacts both the aggressiveness of entry strategy and adaptation/standardisation of the marketing mix elements in the retail industry in a manipulated environment setting in an emerging market such as Brazil. Their results show that business distance influences both the aggressiveness of the entry strategy and the adaptation of the marketing strategy, and that cultural distance influences the adaptation of the marketing strategy. The authors provide managerial implications and insights for practitioners and academics.

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