
Editorial

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Welcome to the first issue of Volume 2 of the *International Journal of Export Marketing (JEXPORTM)*. We would like to inform the academic community that, as from January 2018, *JEXPORTM* will be published on a quarterly basis. This issue includes four papers in the field of export marketing and international business. The four papers which are included in this issue are summarised in the following paragraphs. The first paper deals with the coordination of systems offered by different countries to facilitate cooperation between institutions that provide export promotion assistance and services. The second

paper investigates the relationships between international orientation and export performance, international orientation and export commitment and export commitment and export performance of Brazilian SMEs which are engaged in exporting. The third paper is concerned with the impact of the economic crisis of 2012 on the importance of the hazard analysis and critical control point (HACCP) system for Cypriot SMEs in the food industry, in relation to their effort to produce hygienic products to be consumed by locals and foreigners. Finally, the fourth paper examines whether the Maggi controversy due to brand crisis based on quality has some effects on consumer brand equity, brand image, brand reliability, brand perception of quality, perceived value, brand sentiments and purchase behaviour.

The first paper by Kury, da Rocha and de Mello investigates the different approaches used by three countries in various industries: the design industry in the UK, filmmaking in Colombia and creative industries in South Korea that are successfully supporting their internationalisation. The results indicate that the three countries have adopted different coordination systems to ensure cooperation among a number of public and private entities that offer export promotion services and support. Furthermore, both the centralisation of export promotion activities and the coordination of a network of institutions work well. However, each of the approaches serves different purposes in relation to each country's cultural context and economic situation.

Machado, Nique and Bischoff investigate the internationalisation of 540 Brazilian exporting SMEs. Previous studies have shown that the faster pace of internationalisation of SMEs is related to more experienced executives engaging in international activities. In addition, the international orientation of managers of SMEs seems to play a role in the export performance of SMEs and the export performance of SMEs is influenced by the commitment of organisational resources to export activities. This study evaluates the role of international orientation and export commitment in export performance. The results show that international orientation does not directly impact on export performance. However, it influences the commitment to export activity of SMEs. Finally, the study concludes that the export commitment of SMEs affects export performance.

In the third study, Charalambous, Mitosis and Talias investigate the strategic adoption of the HACCP system in the search for new export markets among Cypriot small and medium-sized food enterprises during the economic crisis of 2012. The study's findings are based on 90 food premises consisting of restaurants, fast food enterprises, catering premises, traditional taverns, confectioneries and bakeries which have an operational HACCP system. The findings of this study show that the majority of the businesses are negatively affected by the economic crisis, resulting in the improper implementation of the HACCP system. Therefore, there is a high risk in terms of health consequences to both Cypriot consumers and citizens from other countries who consume Cypriot products. Another key finding is that most of the respondents mention that they would terminate the full implementation of the HACCP system due to financial constraints. The government's financial support and flexibility in the implementation of the HACCP system seem to be essential for small and medium-sized food enterprises.

Finally, Srivastava investigates the Maggi controversy due to brand crisis based on quality that has an impact on consumer's brand equity, brand image, brand reliability, brand perception of quality, perceived value, brand sentiments and purchase behaviour. The methodology is based on secondary data comprising social media brand sentiments and financial analysis. The primary data focuses on perception of brand quality, consumer brand equity, brand reliability, brand image, purchase and brand switch

behaviour. Maggi used social media to address the issue and rebuild the brand reliability and confidence among its users. The study contributes to the upgrade of knowledge and understanding of the influence of the controversy on brand equity and image and how the crisis management strategy regains mind share and equity.

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