
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 63 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 second issue of Volume 2 of the *International Journal of Export Marketing (IJEXPORTM)*. We would like to inform academics that the third issue and a special issue based on the Inaugural Nordic International Business and Export Marketing Conference of 2018 are both in the process of being published in *IJEXPORTM* this year. This issue includes four papers in the field of export marketing and international business. The four papers are summarised in the following paragraphs. The first paper examines the terms of trade of the developing countries of Latin America and the

Caribbean (LAC) and analyses these in relation to their tariffs and relative volume of trade in the international market. The second paper identifies the export promoting factors and barriers that Hungarian SMEs face, and analyses how these factors have possibly changed compared to those before the crisis.

The third paper which is based on a survey in Chile, demonstrates the export behaviour of firms as a nonlinear dynamic behaviour, which shows both ‘continuity’ and ‘discontinuity’ in their export engagements, depending on their market diversification. This behaviour is also moderated by psychic distance. Finally, the fourth paper investigates the possible impact of managers’ individual values on the export performance of the firm (Sousa et al., 2010). This study conceptualises how the unique set of values of top managers within the African context influences their choices and subsequent firm outcomes. It also explores how the variation in CEO values, demographic characteristics, and psychic distance influence firm export performance.

The first paper by Oyewole investigates the terms of trade of the developing countries of LAC and analyses them in relation to tariffs and relative volume of trade in the international market. Another study by Geldres-Weiss et al. (2016) called on policymakers to support the international competitiveness of firms in the country “by promoting knowledge about new and unknown markets” (p.5080). The findings of the current study show that among the countries of LAC, Antigua and Barbuda pay the most, while Venezuela pays the least in the international market. A negative and significant correlation exists between net barter terms of trade and volume of trade as a percentage of GDP but not with tariffs.

Elteto and Udvari identify the export promoting factors and barriers that a sample of 148 Hungarian SMEs face, and analyse how these factors have possibly changed in comparison with those before the crisis of 2008. This study focuses on the export promoting factors versus the export barriers that Hungarian SMEs face. At same time, the study compares its findings with a plethora of recent studies based on the Central European countries. The current authors have conducted a survey regarding the opinions of managers of firms on internal and external factors influencing export. Their findings reveal the importance of managerial behaviour and capabilities, while the financial constraints seem to have been decreased in comparison to previous years. One of the conclusions of this study is that the development of human resources and education are significant factors in improving the export performance of SMEs in Hungary.

In the third study, Nabi and Zapata analyse the role of psychic distance on the export behaviour of Chilean service exporters. Psychic distance is examined in different contexts, namely on export behaviour (Coudounaris, 1984) and the internationalisation of retailers (Szyllit and Botelho, 2017). The findings of this research suggest the building of appropriate international market competitiveness and growth-focused policies for the Chilean service sector. Such policies should be targeted on building a conducive local ecosystem supporting the reduction of early mortality in young firms in the process of internationalisation, thus reducing the rate of discontinuing exporting by mature firms, and therefore extending the longevity of mature firms in the international market. Such policies should be devised on short, medium and long-term perspectives, all of which can be equally important.

Finally, Jean-Denis investigates the impact of African managers’ values on influential managerial characteristics and export performance. The findings of his paper reveal that top managers who originate from the upper social classes and are still part of this group naturally conserve resources for their own group. It is arguable that upper-class offspring

will also be reluctant to proactively engage in firm behaviour which would imply a shift of resources to their relative disadvantage (Kemayou, 2011). Specifically, the intended theoretical contribution is clarification of the mechanism which explains managerial choice influencing export performance of the firm.

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