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## 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 at 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 Luleå 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*. He recently became a Fellow of the European Mediterranean Academy of Business (EMAB) and the Chief Editor of the open-access journal *Nordic Journal of Tourism* which will be published by Inderscience publishers.

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 65 articles in books and international journals. He is 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.

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## Introduction

Welcome to the second issue of the third volume. 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, which examines risk tolerance behaviour as a

cognitive variable, helps the entrepreneur to estimate risk and in turn to explain decision-making techniques adopted by the entrepreneur. The second paper, which was awarded the best qualitative study at the Inaugural Nordic International Business and Export Marketing Conference 2018, 3rd–4th November in Tallinn/Estonia, investigates the task of managers needing to screen and evaluate foreign markets before deciding on market entry and subsequent entry modes. Therefore, international market selection (IMS) has been the topic of abundant research in the international business field. However, few researchers have empirically studied the IMS process by providing detailed descriptions of how this process is conducted. The third paper analyses the role of informal institutions in the international performance of small exporting firms from different sectors in Ghana. Finally, the fourth paper examines the reasons for rejecting a paper in international business and export marketing with focus on the *International Journal of Export Marketing (IJEXPORTM)* published by Inderscience publishers.

The first paper by Masroor and Alam reveals that there is a statistically significant relationship between entrepreneurial inclination, risk-tolerance behaviour, effectuation and firm performance. However, the mediation effect of effectuation on risk tolerance behaviour and firm performance is not statistically significant. This study uses a structured questionnaire and the data is collected from 158 IT decision makers of SMEs.

Ahi, Kuivalainen and Bahreinian in the second paper reveal that a model, which includes the international market selection criteria, with their relevant weights, is needed to assess emerging markets in the timber business. The Delphi method is used to obtain the opinions of experts in the field to develop a model that can assess the market attractiveness of a country for a firm in the timber industry.

Oppong in the third study, using a survey of 134 small exporting firms from different sectors in Ghana, reveals that not every aspect of the informal institutional mechanism is relevant for superior firms' international performance, and that formal institutions complement informal institutions in order to function effectively.

Finally, in the fourth study, Coudounaris reveals that among the 43 reasons for rejection which were examined using a mixed method approach, nine were found through a survey of the Inderscience team and another 29 through a qualitative analysis in implementing the NVivo 12-Plus tool on 145 phrases from the reviewers' comments. All 38 reasons were mainly responsible for the rejection of 18 papers by *IJEXPORTM*. This study reveals 13 categories of rejected manuscripts, the most frequent of which deal with export promotion, export performance, international brands and IJVs. Additionally, the majority of the 18 rejected papers were rejected by at least two reviewers, indicating that the final decision was made based on a clear rejection by the reviewers. Other reasons for rejection were based on the editor's decision, the reluctance of the authors to revise and resubmit the paper, and the authors' withdrawal from the review process.

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