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## Editorial

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**Biographical notes:** Dafnis N. Coudounaris is an Associate Professor of Innovation Management (Visiting) 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*, *Journal of Innovation and Knowledge*, *Anatolia*, and *International Journal of Hospitality & Tourism Management*. He recently became the Chief Editor of the open-access journal *Nordic Journal of Tourism*, which is 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 in particular a seminal one entitled *International Marketing* with co-author Professor Michael Thomas. He has published 65 articles in books and international journals. He is the 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.

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Welcome to the fourth issue of the third volume. This issue includes five papers in the field of export marketing and international business. The five papers are summarised in the following paragraphs. The first paper investigates the relationship between business model innovation and dynamic networking capabilities and their role in SME internationalisation. The second paper offers a systematic literature review (SLR) of the similarities and differences between the innovation systems (IS) and the entrepreneurial

ecosystem (EE) concepts in the specific context of the internationalisation of high growth firms (HGFs). The third paper, based on a structured literature analysis, highlights the key dilemmas when emerging countries adopt Western-origin talent management (TM) practices because of different national contexts including economic growth rate and organisational cultures. The fourth paper explores the effects of stereotypes in talent identification through the case of Pacific peoples in New Zealand. Finally, the fifth paper investigates the managerial perceptions towards export barriers influencing the internationalisation of micro, small and medium-sized firms (MSMEs) in an Indian perspective.

In the first paper, Asemokha, Torkkeli, Faroque and Saarenketo, used a sample of 210 internationally operating Finnish SMEs and conducted regression and mediation analysis. The study revealed that:

- a network capability predicts business model innovation in SMEs
- b business model innovation predicts higher international performance
- c business model innovation mediates the relationship between network capability and international performance.

This study contributes to the literature by establishing network capability as an antecedent of business model innovation in achieving international performance.

In the second study, Tabas, Komulainen and Arslan analyse 67 relevant peer-reviewed journal articles. Their findings suggest that, on the one hand, the EE has some similarities to IS due to their focus on the importance of the external business environment. On the other hand, EE is strongly focused on individual entrepreneurs and high growth ventures, giving less importance to the government's role, which has previously been the case in IS literature. Also, the study found that the internationalisation of HGFs is an under-researched area, which requires further empirical investigation.

In the third study, Park contributes to the literature on TM in emerging non-Western countries by providing four research propositions. First, adopting TM may not be the best strategy for emerging countries when its economic scale and growth are not large enough to pursue TM practices. Second, current best TM practices are tailored in the USA context, while the practices are new for emerging countries. Therefore, there could be a high degree of difficulty in localising and practicing effectively. Third, South Korean firms may face a practical dilemma in implementing an exclusive TM approach, as South Korean Human Resource Management (HRM) is based on an inclusive nature. Fourth, South Korean firms may experience a problem in dealing between position-focused and people-focused TM systems.

The study by Park and Hughes, based on the case of Pacific peoples in New Zealand, reveals that stereotypes negatively influence the decision-making process in identifying talented employees. Furthermore, it contributes to the establishment of diversity-oriented policies for policy makers and expanding the knowledge on the prejudicial effects of societal stereotypes in the workforce.

Finally, the study by Ghouse, based on India, reveals that export barriers were segmented into two categories, namely internal and external barriers. Internal barriers included entrepreneurial, functional, and marketing barriers, whereas external barriers included procedural, governmental and economic barriers. Furthermore, it concludes that the major barriers influencing the internationalisation of firm were export market

competition, inadequate infrastructure, export market awareness and lower export subsidies. This study contributes to the literature by adding knowledge on the internationalisation barriers facing Indian companies.

**Acknowledgements**

We would like to thank and express our appreciation to the following ten academics whom spent their valuable time in the development of this issue: Ashraf Abumousa, Ahmad Arslan, Bilge Aykol, Paul Christodoulides, Andrea Éltető, Barbara Francioni, Giorgia Masili, Rana Mostaghel, Vi Dung Nqo and Tiia Vissak.