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## Editorial

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### Dafnis N. Coudounaris\*

Aalborg University Business School,  
Aalborg University,  
Fibigerstræde 2, 9220 Aalborg Ø, Denmark  
Email: daco@business.aau.dk  
and  
School of Economics and Business Administration,  
University of Tartu,  
Narva Road 18, Delta Building, 51009 Tartu, Estonia  
Email: dafnis.coudounaris@ut.ee  
\*Corresponding author

### Stanley Joseph Paliwoda

Department of Marketing,  
Strathclyde Business School,  
University of Strathclyde,  
199 Cathedral Street, G4-0QU Glasgow, UK  
Email: stan.paliwoda@strath.ac.uk

**Biographical notes:** Dafnis N. Coudounaris is a Visiting Associate Professor in IB at the Aalborg University Business School of Aalborg University, Aalborg, Denmark, and Visiting Lecturer at the School of Economics and Business Administration of 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 Department of Marketing, Strathclyde Business School, 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 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 third issue of the fourth volume. We would like to invite you to contribute to the free on-line conference called the 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021, which will be held on-line on ZOOM during 6th to 7th November 2021. The conference is sponsored by the *International Journal of Export Marketing* and *Nordic Journal of Tourism*, which both offer special issues for this event.

This issue includes five papers in the field of export marketing, international business and international entrepreneurship. The five papers are summarised in the following paragraphs. The first paper investigates whether exported agri-food products from Chile maintained their main destination countries, and the number of markets during the COVID-19 crisis. The second paper aims to identify the factors creating born global exporting entrepreneurs in emerging countries in the form of Bangladesh through the lens of entrepreneurship theories. The third paper investigates how Swiss firms increase exports. This may lead some firms to acquire subsidiaries abroad, and in doing so, they become multinationals that can rely on the knowledge, and distribution networks of their sister companies to overcome certain legal, economic or cultural barriers. The fourth paper aims to identify components that make some study programmes abroad more effective than others in terms of increasing students' cross-cultural competence and preparing internationally-minded graduates. Finally, the fifth paper, investigates whether a connection exists between extending trade credit and firm performance after controlling for the degree of internationalisation, when measured by the scope of exporting activities of Finnish SMEs.

In the first paper, Geldres-Weiss, Arcos-Pino, Geldres-Weiss and Guerrero-Stuardo, based on six cross-sectional Chilean case studies on exported agri-food products in three categories (fresh, frozen, and processed), and comparing 2020 (during the COVID-19 crisis) with the previous year, show that export performance varies depending on both the kind of product and the category to which it belongs. The role of trade agreements confirmed the destination country as a primary stakeholder. This study contributes to the stakeholder theory and literature on export performance, considering the destination country as a primary stakeholder in exporting firms.

The second study by Zaman, Hoque and Bose reveals the role of trait, contingency and environmental factors in creating born global exporting entrepreneurs, and identifies ten factors that show evidence in creating born global exporters. The study is based on the replies of 61 respondents who were chosen by the snowball method from born global exporters in the agricultural sectors who export jute/fisheries. The survey questionnaire consisted of 50 statements and used a five-point Likert scale to measure the extent of agreement with the statements. This study contributes to existing entrepreneurship theories by evaluating the factors that create born global exporting entrepreneurs.

In the third study, Hamida, Ischer and Hasler, based on interviews with representatives of manufacturing multinationals mainly in French-speaking part of Switzerland, shows that the process of implementation abroad is systematically evolving. This presence outside national borders is first made possible by intermediaries, whether distributors or agents. Once market entry is consolidated, firms invest abroad, either by building a production site or by acquiring a distribution subsidiary. In addition, contacts with other firms can enhance knowledge sharing and strengthen firm export performance. Finally, a dynamic ecosystem exists, in which large firms can also share their networks with smaller ones as long as they design complementary products.

The study by Chwialkowska, based on interviews and essays from nearly 100 participating students and staff working at international offices, reveals that study programmes abroad may involve immersion in the local community, participation in lectures at host institutions, and company visits. However, some programmes are reduced more to an organised sightseeing tour. They can also vary in length (one-week intensive international programmes vs. year-long exchange study programmes). Among the expected outcomes of study programmes abroad is increased intercultural competence. However, not every study programme abroad is planned in such a way as to enable the accomplishment of their goals and to maximise the positive impact on participating students.

Finally, the study by Julkunen, Mättö, Niskanen and Niskanen, based on the main results, show that domestic firms have a negative relationship between trade receivables and profitability, with exporting firms benefitting from longer collection periods. Moreover, when examined separately, there is a negative connection between extending trade credit and firm performance, as well as between internationalisation and firm performance. The study contributes to existing literature by suggesting that previously observed results between trade credit and firm performance may be driven by the export activity patterns of sample firms. The results imply that, contrary to expectations, exporting firms benefit from longer outstanding sales periods.

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