

---

## Editorial

---

### Dafnis N. Coudounaris

Department of Marketing,  
Hanken School of Economics,  
Kirjastonkatu 16, 65100 Vaasa, Finland  
Email: dafnis.coudounaris@hanken.fi  
and

Online Global MBA,  
University of London,  
Senate House, Malet Street, London, WC1E-7HU, UK  
Email: coudounaris.londonuniversity@gmail.com

---

Welcome to the second issue of the fifth volume. Thanks to all authors who sent paper(s) to the two special issues Vol. 5, No. 2 and Vol. 5, Nos. 3 and 4, of *International Journal of Export Marketing (IEXPORTM)* in ‘Memory of Professor Jorma Larimo (1954–2022)’. All 13 papers have been presented at the 4th Nordic International Business, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2022, 5–6 November 2022, online on ZOOM.

This is a special issue (Part 1) in ‘Memory of Professor Jorma Larimo (1954–2022)’, and includes five papers in the field of export marketing, international marketing and international business.

Professor Jorma Larimo was a leader in international business studies in the Nordic countries, and developed the doctoral programme in Finland. He has supervised many doctoral students who nowadays are academics in different universities worldwide. His research in international business was very rich and he was very passionate about a variety of research topics in international business. He was a pioneer in organising the biannual conference in international business in Vaasa, which enjoyed huge success over the years. I was employed by him as an Assistant Professor of International Marketing during the period 2013–2016 at the University of Vaasa, Finland. I learned a lot through him, for example, how to publish good papers and how to organise conferences and bring together various scholars in international business. He supported a lot of new ideas and efforts. He will be long remembered for his enthusiasm for publishing books and papers in international business. We will miss him.

The invited subject coverage of both special issues includes any suitable topics in, but not limited to, the following:

- entry mode choice
- foreign direct investment
- different aspects of international joint ventures
- internationalisation of small and medium-sized enterprises (SMEs)

- international acquisitions
- divestment
- the effect of various factors on subsidiary knowledge and performance
- types of exporting SMEs and export performance
- standardisation vs. adaptation of the marketing mix strategy
- dynamic capabilities in IB or exporting
- any other theme related to IB and export marketing
- cultural values in advertising
- social media marketing strategy
- systematic literature review or meta-analysis of any area related to IB and exporting.

The five papers of this special issue (Part 1) of *IJEXPORTM* in ‘Memory of Professor Jorma Larimo (1954–2022)’ are summarised in the following paragraphs. The first paper examines how SMEs leverage social media affordances in their pursuit of internationalisation. Based on recent advances in the literature on contextual distance in international management, the second paper has the aim of analysing whether involving spatial proximity can be far more complicated than commonly realised. In fact, spatial proximity can create statistical biases that can be caused by location-identification, which refers to the tendency of proximity measures to correlate with locations in a sample and thus partially capture location-specific effects when included in regression models. The third paper has the purpose of exploring the factors influencing the happiness of customers of two global coffee food chains through qualitative research in the post pandemic era. The fourth paper explores empirical evidence on how Chinese and Taiwanese electronics firms have developed their global business relationships with their suppliers, clients, and competitors to develop competitive advantage based on learning (knowledge access) during their international expansion. Finally, the fifth paper investigates the possible evolution of export/international marketing in the next 15 years.

The first paper, by Vanninen, Mero and Glavas, based on a multiple case study of eight SMEs representing business-to-business and business-to-consumer firms from Australia and Finland, reveals that social media affordances are used for internationalisation pursuits via three core activities:

- 1 generation of market intelligence
- 2 marketing communications
- 3 relationship marketing.

Moreover, when conducting these activities, SMEs were found to employ either firm-centric or market-centric logic that led to the identification of six unique social media business affordances. The study contributes to theory by demonstrating how social media business affordances are harnessed for internationalisation and by showing the implications of firm-centric and market-centric logics in the execution of social media activities.

The second paper, by Van Hoorn, is based on previous empirical evidence and confirms that spatial proximity measures are also prone to location-identification. Moreover, based on his evidence he demonstrates that location-identification matters for spatial proximity research because it can bias the estimated relationship between spatial proximity and the phenomenon studied. His main contribution is to show the relevance of location-identification threatening the validity of spatial proximity studies that are common in international marketing and in management studies. Export managers are also advised to be wary of conflating distance-driven influences on their firms with effects genuinely due to location factors.

The third paper, by Srivastava, is based on a qualitative study which uses a sentiment analysis through Sprinkler software to assess the sentiment of customers of Starbucks and Barista followed by focus interviews with the same customers who have visited both Starbucks and Barista. The findings reveal that the most important factors which motivate customers and make them happy to go to Starbucks or Barista are ambience, store location, quality of product offerings, and service quality. In addition, value for money, quality of products and service quality are the top three variables affecting customers' behaviour. This study contributes to a better understanding of the effects of different marketing strategies adopted by coffee chain stores and could provide future insights to Barista and other coffee chains through application of the stimulus-organism-response (SOR) model.

The fourth paper, by Bhatti, Chwialkowska, Glowik and Arslan, is based on the semi-systematic sourcing approach specifically network centrality index analysis, and studies the relationship developments of Chinese and Taiwanese electronics firms between 1997 and 2017. By using quantitative network centrality indices, they provide the highest possible generalisability of their research outcomes. They contribute to the scholarship on developing regional business networks and the internationalisation of electronics manufacturing firms from emerging economies such as China and Taiwan. The managerial implications of the study relate to country-specific business relationships, preferred market entry modes, regional partner preferences, and relationship building frequencies of Taiwanese and Chinese firms on their way to becoming dominant players in the global electronics industry.

Finally, the fifth paper by Coudounaris, is based on 11 export marketing experts of the editorial board of *International Journal of Export Marketing (IJEXPORTM)* and five international marketing experts from *IJEXPORTM* in Round 1, using two surveys which asked participants to complete questionnaires during January–March 2020 on the possible evolution of export/international marketing over the next 15 years. Additionally, in Round 2, during May–June 2022, the study uses the Delphi approach in asking an additional 12 experts in export/international marketing to evaluate the initial research themes. Furthermore, the author uses broad categories of research themes derived from the two lists of the initial research themes. The Round 1 study reveals through the tool of dendrogram 17 broad categories of research themes related to export marketing, and 13 broad categories of research themes related to international marketing. In particular, digitalisation and social media are two new themes of both export and international marketing.

### **Acknowledgements**

We would like to thank and express our appreciation to the following eight academics who gave their valuable time in the development of this issue: Ahmad Arslan, Henrik Arvidsson, Paul Christodoulides, Andrea Éltető, Guus Hendriks, Giorgia Masili, Jaan Masso and Lasse Torkkeli.