
Editorial

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Welcome to the double issue consisting of the 3rd and 4th issues of the fifth volume. This is the special issue (Part 2) in the memory of Professor Jorma Larimo (1954–2022). Professor Jorma Larimo was an exceptional academic who published more than 185 publications in international business (IB) journals and some publications related to Finland (see Google Scholar). Furthermore, Professor Larimo spent a lot of time developing the doctoral programme in IB in Finland. His doctoral students are nowadays academics in IB in different universities worldwide. His research in IB was devoted to various topics such as FDI, divestment, mergers and acquisitions, joint ventures, exporting and market entries. He was the organiser of the biannual conference in IB in Vaasa, which had considerable success over the years within the Nordic countries, and he managed a strong team of scholars in IB from different countries who participated in different programmes at the University of Vaasa, Finland. He was a leader in IB internationally and put a lot of effort into publishing books at Palgrave and Springer, and papers in top journals. He supported new ideas, and contributed a lot to his field, as well as assisting in the improvement of the world academic ranking of the University of Vaasa. I have learned a lot through him, for example how to publish good papers and how to organise conferences and bring together various scholars in IB. He will be long remembered for his enthusiasm for publishing books and papers in IB. Outside of academia, he enjoyed other activities, for example playing tennis with friends. A year has already passed since his death, and all members of his family, his friends and colleagues, as well as myself, will have him in our hearts and thoughts. This year in August, I will attend the 17th Vaasa International Business Conference 2023 and contribute some papers in his memory, pay my respects on his passing, and place some flowers as a tribute to him.

The invited subject coverage of this special issue (Part 2), together with the previous special issue (Part 1) in the memory of Professor Jorma Larimo 1954–2022, includes topics in, but not limited to, the following:

- entry mode choice
- foreign direct investment

- different aspects of international joint ventures (IJVs)
- 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.

This special issue (Part 2), which is devoted to the memory of Professor Jorma Larimo 1954–2022, includes eight papers in the field of IB, and other areas of interest. The eight papers/studies are summarised in the following paragraphs. The first study examines how the contributions of Professor Jorma Larimo played an influential role in the field of IB, during the last three decades. The second study investigates the outcome of IJVs in emerging market regions as a specific activity of corporate entrepreneurship from the perspective of the development of a finance institution. Using motivation theory and social exchange theory, the third study examines the impact of consumers' resale motives, namely economic, practical, recreational, generative, protestor, and social, on their resale behaviour in a P2P online context. Using create, inform and support (CIS) strategy as a measurement tool, the fourth study aims to examine its relationship with nation branding (i.e., exports, governance, culture and heritage, people, tourism, and investment and immigration). The fifth study investigates the factors that make an organisation attractive to potential employees in the context of Bangladesh, an emerging economy. In addition, the potential heterogeneity in perceived importance (PI) of employer branding attractiveness (EBA) factors is examined across different attributes of potential employees. The sixth study examines the four factors of brand equity (brand image, brand awareness, perceived quality and brand association) on consumers' purchasing decisions in exploring the causality among them. The seventh study aims to draw on a micro-foundation view and a knowledge-based view to emphasise the role of employees' absorptive capacity in developing export-market orientation. Furthermore, it clarifies how employees' market-knowledge absorptive capacity develops export-market orientation activities in an organisation. Finally, the eighth study investigates and explores the antecedents of the digital piracy behaviour of young individuals, which is an unlawful activity.

The first paper by Arslan and Kontkanen pays tribute to the academic contributions of Professor Jorma Larimo to IB research during his academic career spanning over three decades (1986–2023). The paper follows a chronological order and focuses on the main areas of research in which Professor Larimo was active during his academic career.

The most important and novel studies undertaken by him are highlighted and explained in this paper. Finally, the paper briefly touches upon other academic contributions from Professor Larimo in the IB field both within Finland and worldwide.

Based on 1,050 terminated IJVs during 1969–2016, the second paper by Nielsen, Rasmussen and Wang addresses the question of how investment characteristics are linked to the intended and unintended termination of institutional investments in IJVs. The results demonstrate that approximately 80% of institutional investments in emerging markets have achieved their initial purposes and were thus terminated intentionally. Furthermore, the study finds that Africa is the most challenging region to invest in, whereas Asia is the region in which most of the initial purposes of the investments in IJVs have been achieved. Furthermore, this study reveals that intended termination is positively associated with the length of IJVs, IJVs formed in the 2000s (as opposed to the 1990s), and IJV size. Finally, the number of employees in the IJV is not significantly associated with the intended and unintended termination of institutional investments.

Based on collected data from 3,256 Finnish respondents, the third study by Rahman and Makkonen reveals interesting findings using partial least square structural equation modelling (PLS-SEM) method. For example, the findings show that economic, recreational, and social motives positively influence consumers' reselling behaviour; however, the data do not support the effect of practical, generative and protestor motives. Finally, the findings have important implications for the development of theory, practice and policy.

Using data from 704 respondents, the fourth paper by Khudri and Sadia shows that the results of principal component analysis with orthogonal rotation (varimax) reveal the initial factors of EBA. In addition, structural equation modelling confirms the factor structure. Acquiring a significant result from ANOVA leads the authors to perform Tukey's HSD multiple comparison test to determine whether a significant difference exists in the PI of EBA factors among the categories. Finally, multivariate multiple linear regression models are used to statistically relate the attributes of a potential employee to EBA factors. The findings of the study reveal four important factors of EBA and indicate that PI significantly varies across factors. Additionally, heterogeneity in PI levels of EBA factors is found across individual attributes. The study findings have policy implications for employers since acquiring highly skilled human capital requires employers to comprehend the components that potential employees consider in their job search.

Based on a sample of 120 adults aged 18–25 (Gen Z) from the USA, the fifth paper by Antoniades reveals that two factors of nation branding (i.e., governance and investment and immigration) have a significant positive relationship with the use of CIS strategy. In turn, the more the use of CIS strategy, the stronger the nation's brand. The study also provides directions for further research.

The sixth paper by Alam, Masroor, Chatterjee, Hasan, Rifat and Quadir is quantitative in nature and a self-administered structured questionnaire was developed to collect data from 203 respondents who purchased from brand shops. Data were analysed using Spearman's rho correlation and hierarchical regression and it was found that three of the four developed hypotheses were supported, and one was not supported. With the progressively complex environment in the business sector, this study explores the challenges of the export-oriented garment industry in Bangladesh. The findings reveal that customer-based brand equity has a positive effect on a company's competitive strategy and helps the company to stand out in the market. Understanding the brand

equity creation helps in increasing the export performance of the garment industry in Bangladesh. The capacity of brand equity to increase value creation for consumers and customers alike has generated a burgeoning appeal.

Based on micro-foundations and knowledge-based views, the seventh paper by Ullah develops a conceptual framework to understand the role of employees' market-knowledge absorptive capacity in developing export-market orientation. To further deepen understanding, this paper disaggregates the employees' market-knowledge absorptive capacity into employees' market-knowledge absorptive capability and employees' market-knowledge absorption efforts. It proposes conceptualisations of employees' market-knowledge absorptive capability and employees' market-knowledge absorption efforts in developing export-market orientation in order to bring coherence to the relationship between employees' market-knowledge absorptive capacity and export-market orientation.

Finally, based on a mixed-method approach, the eighth paper by Coudounaris and Christofi produces some interesting results. Study 1 is a quantitative one and is focused on 100 university lecturers/senior lecturers in Britain, while Study 2 is a qualitative one based on ten mature university post-graduate students. The findings of Study 1 show that peer influence impacts on the decision to download illegally and that companies will lose a lot when people download illegally. Moreover, lecturers/senior lecturers would expect to receive punishment, i.e., a fine, caution, internet ban, and a warning from affected companies. The findings of Study 2 show that different moral views, social influences, and legislation affect attitudes related to digital piracy. Factors such as legislation, safety risk, the availability of copied material, the package offered, and the convenience of internet users had moderating effects between antecedents and digital piracy.

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