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## Editorial

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**Biographical notes:** Dafnis N. Coudounaris is an associated researcher at the Hanken School of Economics, Vaasa, Finland, and an online tutor of the Global MBA Programme at the University of London, London, UK. He has published several papers in international journals such as *MIR*, *JI Management*, *IBR*, *P&M*, and *JBR*. He serves as a member of the editorial review boards of the *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.

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Welcome to the first issue of the sixth volume. 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 aims to investigate an innovative tailored-made coaching and training program, which has been designed and tested in 2019–2023 to support Swiss SME exports to Asian emerging markets. The second paper aims to evaluate the role of entrepreneurship as both a contributing factor and a moderator. The second paper aims to assess the impact of informal institutional voids on female entrepreneurs in emerging and developing countries. The third paper explores the factors that drive start-up success, start-up challenges, and their implications

for entrepreneurial education in Ghana. The fourth paper investigates the factors influencing Chinese parents' attitudes toward functional foods and their purchasing intentions. As Chinese families are often multigenerational, the study also explores the grandparents' influence on parents' decisions to buy functional foods. Finally, the fifth paper aims to evaluate the role of entrepreneurship as both a contributing factor and a moderator.

The first paper, by Régnier, is based on internationalisation data which is analysed based on Swiss SME tri-annual surveys published between 2016–2023. The study provides a methodological and analytical review of the 2020–2023 design and testing of an innovative coaching and training program promoting public-private business development services tailored for Swiss SME export needs to explore and reach Asian emerging markets.

The second study, by Tondra, Bristy, Bappy and Bose, is based on a quantitative study using structured questionnaires, targeting female entrepreneurs (online and physical platform). The study employed descriptive statistics and comparative analysis to present the findings. The results indicate that online women entrepreneurs encounter more normative barriers, whereas physical entrepreneurs have to contend with more cognitive challenges. Furthermore, the outcomes suggest that as women attain higher levels of education, they become less susceptible to these institutional voids. In addition, this study makes three significant theoretical contributions and offers several policy recommendations aimed at fostering the development and sustainability of female entrepreneurship in these contexts.

The third study by Gameti and Akuffo, based on a sample of 323 SMEs from different sectors in Ghana using convenient sampling. The study employed a survey design and a quantitative research approach and analysed the data with exploratory factor analysis and multiple regression. The findings showed that personal freedom and knowledge acquired through entrepreneurial education are the major drivers that positively influence start-up success. The study also found that start-ups with more full-time employees tend to experience more success than start-ups with more part-time employees. The study further observed that the challenges faced by start-ups play a significant positive role in their success. Finally, it was found that entrepreneurs' level of education positively influences the critical success factors of start-ups. Therefore, government and entrepreneurship curriculum designers in Ghana must consider the drivers of start-ups to enhance entrepreneurship education and training in Ghana.

The study by Rollins, Chwialkowska and Shen, is based on constructs from the theory of planned behaviour and the health belief model. Survey data was collected in China from the parents of children 12 years and younger. The sample was divided into males and females. The findings suggest that subjective norms and perceived benefits positively affect parents' attitudes toward functional foods, and parents' purchasing intentions are positively affected by attitudes, subjective norms, and perceived benefits. Surprisingly, grandparents play little role in influencing these decisions, even in multigenerational households. The study holds important implications for marketers of functional foods for children in the Chinese market.

Finally, the fifth study by Mollah, Chew and Bose, is based on survey data and showed that entrepreneurship played a significant mediating role, but insignificant moderating role in the relationship between microcredit and poverty alleviation.

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