

International Journal of

Export Marketing

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Scope of the Journal

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IJExportM offers an international, peer-reviewed outlet for export marketing, which is an increasingly important research topic mainly because exporting largely deals with marketing-related issues (foreign market selection, marketing strategy adaptation, export-overseas distributor relations...) and its multifaceted character makes it possible to enrich the field with insights from different theoretical and practical perspectives. Exporting is also the most common way for smaller-size firms to enter international markets, since, compared to other foreign direct-entry modes, it involves fewer resources/costs and lower risks.

Topics covered include:

- Internationalisation strategies and stages
- Pathways/approaches, i.e. born globals, Uppsala model I, Uppsala model II, networks
- Export performance of firms and related constructs
- The export-import relationship and unethical behaviour
- Export marketing (stimulation/motivation, barriers, strategy, standardisation vs. adaptation)
- Export sales management and country-of-origin and constructs relevant to exporting
- Export promotion programmes and government export policies
- Green export marketing
- Attitudinal studies of managers in different export market environments, and studies of managers related to importing
- Corporate social responsibility and supply chain management related to exporting/importing
- Theoretical studies (resource-based view, transaction cost approach, institutional theory, eclectic paradigm)
- Meta-analyses of various modes of entry, and modes of entry other than exporting, e.g. franchising agreements/licensing, FDI, divestments
- International effectuation, causation, bricolage and international entrepreneurship; entrepreneurship in education, entrepreneurial processes and entrepreneurial marketing
- Causal and effectual logics in internationalisation and international entrepreneurship
- Entrepreneurial decision-making logics; entrepreneurial behaviour and orientation; entrepreneurial methods, theory, models and thinking related to internationalisation



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