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Aalborg Universitet

Editorial

Coudounaris, Dafnis N.; Marinova, Svetla Trifonova

Published in:
International Journal of Export Marketing

Publication date:
2021

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Coudounaris, D. N., & Marinova, S. T. (2021). Editorial. *International Journal of Export Marketing*, 4(4), 325-327.

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Editorial

Dafnis N. Coudounaris*

Aalborg University Business School,
Aalborg University,
Fibigerstræde 2, 9220 Aalborg Ø, Denmark
Email: daco@business.aau.dk
and
Global MBA,
University of London,
London, WC1E-7HU, UK
Email: londonuniversity@gmail.com
*Corresponding author

Svetla Trifonova Marinova

Aalborg University Business School,
Aalborg University,
Fibigerstræde 2, 9220 Aalborg Ø, Denmark
Email: svetla@business.aau.dk

Biographical notes: Dafnis N. Coudounaris is a Visiting Associate Professor in IB at the Aalborg University Business School of Aalborg University, Aalborg, Denmark, and Online Tutor of Global MBA at 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 various journals. He recently became the Chief Editor of the open-access journal *Nordic Journal of Tourism*, which is published by Inderscience Publishers. In addition, he is the Editor-in-Chief of *Innovation Management and Entrepreneurial Process Journal*, which is an open-access journal.

Svetla Trifonova Marinova is a Professor of International Business at the Aalborg University Business School of Aalborg University, Aalborg, Denmark. She has published 27 articles and three reviews in international journals, 34 book chapters and nine books. She has published in *JIBS*, *IBR*, *IMR*, *JWB* and *JI Management*, among others. She has served as a member of several editorial boards.

Welcome to the fourth issue of the fourth volume. We would like to thank a lot Emeritus Professor Stanley Joseph Paliwoda for being associate editor of *International Journal of Export Marketing* since its establishment in April 2015, and for giving his valuable time to this journal. We would like to invite you to contribute to the free online conference called the 4th Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021, which will be held online on ZOOM during 5th to 6th November 2022. The conference is sponsored by the *International Journal of Export Marketing* and *Nordic Journal of Tourism*, which both offer special

issues for this event. We would like to inform you that the announced issue, devoted to the memory of Professor Jorma Larimo, will be published in September/October 2022.

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 the plural sector to achieve firm sustainability at the firm level, whereas Mintzberg's articulation was at the macroeconomics level. The plural sector represents civil society, non-governmental organisations, cooperatives and human rights organisations. The second paper has the purpose of determining the consumer's environmental consciousness and identifies the relationship between environmental consciousness and pro-environmental purchase intention. The third paper aims to review 97 articles published between 2015 and 2021 in evaluating the measures and determinants of export performance. The fourth paper investigates how the case company, a Nordic MNC, defines the most suitable markets for entry, using a multi-criteria fuzzy expert decision support system. Finally, the fifth paper undertakes a conceptual assessment of some constraints associated with the development of dynamic capabilities for achieving competitive advantage by African firms in an international context.

In the first paper, Bhandari, Thapa, Poudyal and Bhattarai, based on the plural sector, which represents civil society, non-governmental organisations, cooperatives, and human rights organisations, reveal that managers and policymakers need to incorporate civil society and broader public groups in making the firm sustainable in the long run as well as saving the planet, reducing poverty, and at the same time making an ethical profit. Based on this logic, the research argues for the stakeholder's value maximisation approach, and derives implications beyond Elkington's triple bottom line – arguing for the plural sector as an important one, keeping society in balance in most countries and markets.

The second study by Sultana, Masroor and Ahmed is based on data collected from 201 upper and middle-class consumers using non-probability convenience sampling techniques, which are analysed using PLS-SEM. The findings show a relationship between environmental consciousness and pro-environmental purchase intention, suggesting that environmentally conscious people are more likely to purchase pro-environmental goods. In addition, the findings suggest that environmental attitude, environmental knowledge, environmental concern, and subjective norms influence developing environment consciousness among the consumers.

In the third study, Venkateshamurthy, Jeevananda, Mehrolia and Alagarsamy, based on the vote-counting technique to summarise each determinant and measure of export performance, reveal the following issues:

- 1 numerous determinants of export performance were identified
- 2 explicit conceptual models for export performance were employed
- 3 more sophisticated statistical tools were used
- 4 interaction and indirect influences of variables on export performance were considered.

The study by Grimstad, Glavee-Geo, Soufiane and Hameed, based on qualitative and quantitative data, adopts a fuzzy expert approach to test the data collected from the case company, a Nordic MNC, anonymised using the name International Library Systems. The study contributes to the IMS literature by highlighting the key issues that define the right market for entry. In addition, the study shows how managers can supplement experiential knowledge with a systematic rational decision-making process in international market expansion. Finally, the findings indicate the ability of the proposed rule-based expert system to maintain a consistent logic for the managers, allowing them to follow a more formal procedure than one based solely on intuition, when selecting new markets to enter.

Finally, the study by Alo and Arslan, based on the main results, advances the current literature on international entrepreneurship and dynamic capabilities by specifically highlighting the role of financial, managerial, institutional, and spiritual factors in relation to the development of capabilities needed for success in international markets. Furthermore, based on the conceptual discussion, several strategies, including human resource management and human capital development practices can potentially strengthen the dynamic capabilities linked to the international entrepreneurial competitiveness of African firms.

Acknowledgements

We would like to thank and express our appreciation to the following seven academics who spent their valuable time in the development of this issue: Ashraf Abumousa, Henrik Arvidsson, Paul Christodoulides, Andrea Éltető, Georgia Masilli, Rana Mostaghel and Tiia Vissak.