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Editorial

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Welcome to the third issue of Volume 2 of the *International Journal of Export Marketing (IJEXPORTM)*. We would like to inform academics that the forthcoming special issue based on the Inaugural Nordic International Business and Export Marketing Conference of 2018 held in Tallinn/Estonia, is in the process of being published in *IJEXPORTM* this year. The current issue includes four papers in the field of export marketing and international business. The four papers are summarised in the following paragraphs. The first paper suggests a tentative conceptual framework to study the internationalisation of

SMEs, and the role of global cities as major business hubs providing a wide range of supportive services facilitating market entry. The second paper investigates the impact of the governance environment, firm characteristics, and external finance on firm innovation. The third paper examines the role of leadership in the global factory structure. This paper is based on a review of literature between 1984 to 2018 accessed from EBSCO Discovery, Web of Science, Science Direct, Scopus, and Google Scholar. Finally, the fourth paper is a conceptual paper which studies the entrepreneurial marketing process in international new ventures by focusing on entrepreneurs' decision-making.

The first paper by Regnier and Wild discusses the intermediation role of global cities as major business hubs providing a wide range of supportive services which facilitate market entry to internationalising SMEs. Their findings reveal that business services, knowledge and talent in global cities meet the demand of internationalising SMEs for functional and social networks. However, there is limited knowledge about how SMEs are enabled to reduce distances to foreign markets by accessing reliable business information. The empirical evidence of this study of Swiss internationalising SMEs shows their linkages to 21 major global cities. As global cities offer functional and social networks which are also reinforced overtime by global MNCs, it is observed that a small number of internationalising SMEs (mainly from OECD economies) are making a similar utilisation of global cities. In future studies, one expects to read the results of surveys and best practice case studies on how and to what extent foreign SMEs access global cities as providers of business development services needed to facilitate and secure their access to distant and risky markets.

In the second study, based on cross-sectional data from the World Bank Enterprise Survey (WBES) of 2015, Abumousa examines the influence of the governance environment, firm characteristics and external finance on the firm's innovation. The study investigates 4,993 firms across seven countries from East Asia and the Pacific region. While several aspects of innovation have been identified in previous innovation research, this study defines that the firm's innovation comprises the introduction of new production outputs, investment activities, and the effectiveness of innovative outputs. Furthermore, the study assesses the innovating firms' performance based on their prevailing business environment. The results show that firms can be innovative even within weak court systems, and firms that pay bribes to public officials are innovative as well. The study also reveals a significant association between some firm characteristics and innovation, and, additionally, that external finance promotes innovation better than internal finance does.

In the third paper, based on an investigation of 28 studies related to the global factory (Buckley, 2009a, 2009b, 2011), Akuffo finds that only seven studies have considered leadership in the context of global factory structure. A review of the existing literature indicates that few empirical studies have been conducted on global factory structure and most data was gathered from manufacturing firms with minimum attention paid to the service firms. Furthermore, the study reveals that firms from emerging economies encounter difficulty in breaking into global factory structure due to insufficient resources, strategy and R&D investments. In addition, firms implement global factory structure to maximise profit and to provide tailor-made services to their customers. Finally, recommendations and future research are discussed.

Finally, Yang defines the concept of international entrepreneurial marketing and identifies the dimensions of entrepreneurs, international entrepreneurial marketing

culture, strategy, and tactics. Yang suggests a model of the international entrepreneurial marketing process and develops propositions from a decision-making perspective based on the effectuation theory. Her model suggests that entrepreneurs in international new ventures adopt an effectual decision-making process, utilise international entrepreneurial marketing culture and leverage contingences in the international business environment to create new marketing opportunities. She concludes that the outcome of the entrepreneurial decision-making process, international entrepreneurial marketing strategy and tactics shape the international business environment and create new markets. Her paper makes theoretical contributions in international marketing and international entrepreneurship, as well as provides managerial implications for entrepreneurs or managers who are engaged into international marketing activities.

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