

Aalborg Universitet



**3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021**

Annual Conference Proceedings – Book of Abstracts

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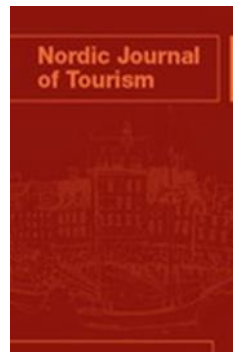
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3<sup>rd</sup> Nordic International Business, Export Marketing,  
International Entrepreneurship and Tourism Conference 2021:  
Annual Conference Proceedings – Book of Abstracts

6th-7th November



**ISBN 978-9925-586-32-5**

3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021: Annual Conference Proceedings – Book of Abstracts, held on Zoom, November 6-7, 2021.

Dafnis  
Coudounaris

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Editor:

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**Note: The conference event will be performed on Time Zone Nicosia/  
Helsinki/ Athens/ Tallinn GMT+2 hours**

**For our conference participants, we provide ZOOM facility for the  
event in the next page**

**1<sup>st</sup> day 6<sup>th</sup> November: Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.**

Topic: 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021 6-7 November online at ZOOM

Time: Nov 6, 2021 01:00 PM Athens

Join Zoom Meeting

<https://us02web.zoom.us/j/84246823007?pwd=dE42a2xJaHRQWIFpa1RjZFNIMkkwZz09>

Meeting ID: 842 4682 3007

Passcode: 901332

**2<sup>nd</sup> day 7<sup>th</sup> November: Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.**

Topic: 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021, 6-7 November online at ZOOM

Time: Nov 7, 2021 08:30 AM Athens

Join Zoom Meeting

<https://us02web.zoom.us/j/82814153359?pwd=dVVWZUMwWlpuc3U5V0pTZzBUd0hFZz09>

Meeting ID: 828 1415 3359

Passcode: 322075



3<sup>rd</sup> Nordic International Business, Export Marketing,  
International Entrepreneurship & Tourism Conference 2021:  
Annual Conference Proceedings – Book of Abstracts

6th-7th November

**Sponsored and supported by  
International Journal of Export Marketing (IJEXPORTM) of  
Inderscience Publishers, and Nordic Journal of Tourism (NJT) of  
Inderscience Publishers.**

## A Welcome from the Conference Chair

It is my pleasure to welcome you all to Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021 to be held during 6th to 7th November. I hope you will have a fantastic stay and memorable conference experience.

The conference offers a platform for academics and doctoral students to share their research. Therefore, I am delighted to present a two day-long programme focused on International Business, Export Marketing and other issues. There are twenty-three competitive papers, ten presentations by keynote speakers. Finally, there are also four PhD proposals that are included in the programme.

I would like to thank all participants who had the time to prepare their papers for this conference and hopefully, they will continue to present their papers to this event in the coming years.

The best papers from the conference will be invited for a book publication by **Palgrave** entitled **Themes in International Business, Export Marketing and Tourism**. In addition, submitted papers will be considered for two special issues of the **International Journal of Export Marketing (IJEXPORTM)** and the **Nordic Journal of Tourism (NJT)** both published by Inderscience Publishers. The first issue is entitled **International Business, Export Marketing and Int. Entrepreneurship** while the second issue is entitled **Tourism Marketing**.

Inderscience Publishers provides five awards to the best papers i.e. best paper of the conference, best paper in exporting, best paper in tourism, best review paper, best quantitative paper and best qualitative paper.

I welcome you to this conference and have a good time.

Cheers.

Dr. Dafnis N. Coudounaris  
Conference Chair  
Associate Professor (Visiting) in IB  
Aalborg University Business School, Aalborg, Denmark, and  
Visiting Lecturer  
School of Economics and Business Administration  
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## Sponsors:

### Sponsor A



- 1) **International Journal of Export Marketing (IJEXPORTM)** is published by Inderscience Publishers.
- 2) **Editor and Editorial team:** The editorial board consists of 51 academics.  
**Editor-in-Chief: Dr. Dafnis N. Coudounaris**  
**Associate Editors: Dr. Stanley J. Paliwoda**
- 3) **Disciplines of interest:** *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.
- 4) **Key research topics of interest**
  - 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
  - Export promotion programmes and government export policies
  - Green export marketing
  - Attitudinal studies of managers in different export market environments
  - Country-of-origin and constructs relevant to exporting
  - Corporate social responsibility and supply chain management related to exporting/importing

- Theoretical studies (resource-based view, transaction cost approach, institutional theory, eclectic paradigm)
  - Studies of managers related to importing
  - Meta-analyses on various modes of entry
  - Modes of entry other than exporting, e.g. franchising agreements/licensing, FDIs, divestments
  - International Entrepreneurship
- 5) Number of issues per year and number of papers per issue:** 4 issues per year, 5 papers per issue

**6) Special issues per year:** 1-2

**7) Submission procedure (online with link to website):**

[http://www.inderscience.com/info/inauthors/author\\_submit.php](http://www.inderscience.com/info/inauthors/author_submit.php)

**8) Review procedure:** Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.

**9) Average review duration (i.e., time between submission and editor's answer to author with reviews)**

Category	2015	2016	2017	2018	2019	2020	2021
Days to publication	193	156	179	128	124	127	127

**10) Desk rejection policy and duration:** Within one week the authors see on-line whether their paper goes into the review process.

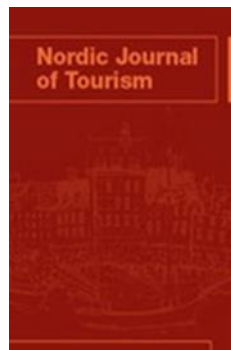
**11) Acceptance rate (overall) %**

Category	2015	2016	2017	2018	2019	2020	2021
<b>Acceptance rate</b>	72.7	50.0	54.6	71.4	72.2	36.4	36.4

**12) Accreditations**

*IJEXPORTM* has got recognition by Finnish List (JUFO1, Scientific 1 Level), Norwegian List (Scientific 1 Level), USA List (Cabell's directory) and is listed in the Polish List (ICI Journals master list database for 2019 - Index Copernicus). Next year 2022 I am expecting that *IJEXPORTM* will enter SCOPUS List and the Emerging List of Web of Science. Since 24th June 2021 *IJEXPORTM* has been in the ABS1 list of Chartered Association of Business Schools (CABS).

## Sponsor B



**1) Nordic Journal of Tourism (NJT)** is published by Inderscience Publishers.

**2) Editor and Editorial team:** The editorial board consists of 31 academics.

**Editor-in-Chief:** Dr. Dafnis N. Coudounaris

**Associate Editors:** Dr. Peter Björk

**3) Disciplines of interest:** *NJT* is an open access journal that offers an international, peer-reviewed outlet for tourism studies with a focus on Nordic countries. The journal is an effective channel of communication between policy makers, government agencies, academia, research institutions and firms in Nordic countries concerned with tourism and hospitality services. *NJT* also aims to promote and coordinate developments in the field of Nordic tourism to other destinations, e.g. Mediterranean countries.

**4) Key research topics of interest:**

- Nordic tourism marketing and management
  - Environmentally responsible behaviour, environmentalism, green purchasing decisions and environmental consciousness in tourism
  - Eco-friendly tourism attitudes and behaviour, theory of planned behaviour; trust, commitment, loyalty and tourist satisfaction
  - Online review management
  - Memorable tourism experiences, co-creation of tourist experiences, emotions, behavioural intentions, happiness and satisfaction
  - Subjective well-being (quality of life, happiness, life satisfaction)
  - Food tourism, rural tourism and wellness tourism (spas, healthy life)
  - Sustainable tourism and ethicality in tourism
  - Nordic countries' tourism, hospitality in tourism (restaurants and hotels as means of tourist satisfaction), package tourism versus high-quality tourism
  - Nordic sports tourism, spa and conference tourism, boat and yacht tourism, beach tourism, swimming and sunshine tourism

- Nordic services marketing
  - Measurement and expectations of service quality, service reliability and service/customer-dominant logic and customer relationship marketing
  - Service relationships and service escape, service failure and recovery in a networked environment and sustainable and ethically orientated service firms
- Entrepreneurship topics in relation to tourism
- Decision-making logic, i.e. causation vs. effectuation in the tourism sector
  - SMEs in tourism (hotels, tourist apartments, travel agencies and other service establishments) in relation to entrepreneurship
  - Entrepreneurial decision-making as a tool for promoting tourism businesses
  - Supply chain management of large global hotel chains in relation to entrepreneurship

**5) Number of issues per year and number of papers per issue:** 4 issues per year, 5 papers per issue

**6) Special issues per year:** 1

**7) Submission procedure (online with link to website):**

[http://www.inderscience.com/info/inauthors/author\\_submit.php](http://www.inderscience.com/info/inauthors/author_submit.php)

**8) Review procedure:** Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.

**9) Desk rejection policy and duration:** Within one week the authors see on-line whether their paper goes into the review process.

## Keynote speakers

Keynote speakers of the conference are the following eleven distinguished professors, who will deliver their presentations in two sessions at the first day of the conference on 6th of November 2021, and three sessions on the 7th of November 2021.

- **Professor of International Marketing Dr. Peter Gabrielsson** from University of Vaasa will present the topic **"International entrepreneurship: Current developments and future research"**.
- **Professor of Marketing Dr. Antonella Zucchella** from University of Pavia will present the topic **"International entrepreneurship: taking stock and looking ahead"**.
- **Professor of International Business Dr. Marin Marinov** from Aalborg University Business School will present the topic **"Current developments of OFDIs in Eastern EU: Future research"**.
- **Associate Professor of International Business Dr. Tiia Vissak** from University of Tartu will present the topic **"Foreign market entries, exits and re-entries: Future research"**.
- **Professor of Marketing Dr. Metin Kozak** from Dokuz Eylul University and **Co-editor of Anatolia** will present the topic **"Qualitative versus quantitative research in tourism: An update"**.
- **Professor of Marketing Dr. Peter Björk** from HANKEN School of Economics who will present the topic **"Tourism experience research, reflections and future directions"**.
- **Professor of Entrepreneurship (Emeritus) Dr. Tõnis Mets** from University of Tartu will present the topic **"Developments on Entrepreneurship"**.

### Presentations of Journals

- **Professor of Marketing and Business Strategy Dr. Carlos M.P. Sousa and Associate Editor of International Marketing Review** from Molde University College will present **"Publishing at IMR"**. He will also present the topic **"Recent Developments on Divestment: Future research"**.
- **Professor Dr. Cleopatra Veloutsou** from Glasgow University who will present the **"Journal of Product and Brand Management"**. She is the editor in chief of this journal since 2013.
- Finally, **Professor of Tourism Dr. Anestis Fotiadis** from Zayed University and **Associate Editor of the Journal of Tourism, Heritage & Services Marketing** will present the **Journal of Tourism, Heritage & Services Marketing, ISSN 2529-1947 (Associate editor)**.

## Short Biographical Notes of each of the keynote speakers:

**Peter Gabrielson**

**Professor of International Marketing**

**School of Marketing and Communication, University of Vaasa, Finland**



**Dr. Peter Gabrielson** is Professor of International Marketing at School of Marketing and Communication, University of Vaasa, Finland. He is also Adjunct Professor at Aalto University, School of Business. Peter achieved his doctorate degree at the Helsinki School of Economics (currently Aalto University). He lectures about global marketing management and international entrepreneurship. He has also successfully supervised a number of doctoral students. His current research interests include the globalization process of firms, born globals, international entrepreneurship, global marketing strategies, entrepreneurial marketing, digitalization and sustainable marketing. He has led several large research projects, for instance “Born Globals: Growth Stages and Survival” and “International New Ventures: Growth and Decision-making” financed by Business Finland, and published in journals including the Journal of International Marketing, Industrial Marketing Management, International Business Review, Management International Review, and International Marketing Review. He is editorial board member of Journal of International Marketing and Industrial Marketing Management. He has extensive experience in senior management positions at global ICT firms and continues to consult firms actively.

**Antonella Zucchella**  
**Professor of Marketing**  
**University of Pavia, Italy**



**Dr. Antonella Zucchella** is professor of Marketing and of Circular entrepreneurship at the University of Pavia in Italy. She has been visiting professor in various universities in Europe and the US and visiting researcher at Harvard Business School in 2019. Her research interests are in international entrepreneurship, small business management, sustainability and circular entrepreneurship. She published several articles in international journals and is also author of books on entrepreneurship. She has been awarded by International Business Review for the best article in 2018, she received the Emerald literati award for most outstanding paper in Multinational Business Review in 2017, twice awarded for the best paper in the International Business conference AIB. She has been keynote speaker in several international conferences.

**Marin Marinov**

**Professor of International Business**

**Aalborg University Business School, Aalborg University, Denmark**



**Dr. Marin A. Marinov** is Professor of International Business at Aalborg University, Denmark. He has thought and conducted extensive research on both sides of the Atlantic and in Asia in countries including Bulgaria, the United Kingdom, the United States of America, Finland, Sweden, France, Austria, Germany, Portugal, Spain, Italy, Brazil, and China among others. His research interests include internationalization of business, management and marketing of multinational firms in general and internationalized firms originating from emerging economies in particular, areas in which he has researched and published at length over many years. In his research attention is given to inward and outward foreign direct investment to and from emerging economies in general and Central and Eastern Europe in particular. Professor Marinov has consulted for numerous multinational firms, such as Kraft Foods, and national governments, including those of Brazil, Pakistan and the Sultanate of Oman on country- and firm-specific strategies in the process of country and firm internationalization. He is Book Series Editor of the *Palgrave Studies of Internationalization in Emerging Markets* and *Routledge Frontiers of the Development of International Business, management and Marketing*. Among his recent book publications are the volumes: *Research Handbook of Marketing in Emerging Economies* (2017 with Edward Elgar), *Value in Marketing: Retrospective and Perspective Stance* (2019 with Routledge), *Covid-19 and International Business: Change of Era* (2020 with Routledge), *International Business and Emerging Economy Firms Volumes 1 and 2* (2020 with Palgrave Macmillan). Professor Marinov is on the editorial boards of a large number of reputable scholarly journals and periodicals. He has published twenty-two books, numerous book chapters and more than 90 academic articles in reputable scholarly journals.



**Metin Kozak**  
**Professor of Marketing**  
**Dokuz Eylul University, Turkey**



**Dr. Metin Kozak** holds a Ph.D. degree from Sheffield Hallam University, UK. He has contributed a wider range of articles in top-tier journals, conference papers in more than 40 countries and over 30 books released by international publishers. As a Research Fellow in 2005-2006, he was affiliated with the University of Namur (Belgium) and as Visiting Professor at Hong Kong Polytechnic University, Hong Kong SAR (2014-2015) and Bournemouth University, UK (July–August 2016). On the one side, he has involved in several tourism-based national and international research projects, particularly with my partners based in Europe and the US. Developing such partnerships has resulted in publishing quality journal papers, conference presentations and book chapters. On the other side, he has been invited as a guest lecturer to conduct seminars or lectures in more than 20 countries worldwide. He also has an extensive experience in taking parts in the organization of appr. 60 tourism and hospitality conferences and webinars. He acts as the co-editor of *Anatolia* and the Fellow of the International Academy for the Study of Tourism (Hong Kong), Tourist Research Centre (Austria), International Association of Tourism Experts (AIENT, Switzerland), and International Academy of Culture, Hospitality and Tourism (USA). His research interests entail quality management, benchmarking, destination marketing, and consumer behavior. His current affiliation is with Dokuz Eylul University, Turkey. [www.metinkozak.net](http://www.metinkozak.net)

**Peter Björk**  
**Professor in Marketing**  
**HANKEN School of Economics, Vaasa, Finland**



**Dr. Peter Björk** is professor in marketing at HANKEN School of Economics, Vaasa, Finland. He is associate editor for Scandinavian Journal of Hospitality and Tourism, and Finnish Journal of Tourism Research. Björk's research focus is in the field of service marketing, tourism marketing, sustainable tourism, ecotourism, destination development and consumer behaviour. He has a special interest in topics, such as, service innovations, destination branding, tourism development, co-creation of value and consumer/tourist experiences. He has within the field of tourism published in Scandinavian Journal of Hospitality and Tourism, Anatolia, Current Issues in Tourism, Tourism Review, Tourism Management, Tourism Management Perspectives and Tourism in Marine Environments.

**Carlos M.P. Sousa**  
**Professor of Marketing and Business Strategy**  
**Molde University College, Norway**



**Dr. Carlos M.P. Sousa** is Full Professor of Marketing and Business Strategy at Molde University College in Norway. He received his Ph.D. from University College Dublin (Ireland). Carlos is an Associate Editor of the *Journal of Business Research* and Associate Editor of *International Marketing Review*. He has been a visiting professor at universities in Australia, Brazil, Chile, Ireland, Italy, Portugal, Spain, and the UK. Carlos has published over 70 articles, in journals such as *Research Policy*, *Journal of Product Innovation Management*, *Journal of Business Research*, *Journal of International Marketing*, *Journal of World Business*, *Global Strategy Journal*, and *British Journal of Management*.

## Tiia Vissak

### Associate Professor of International Business

School of Economics and Business Administration, University of Tartu, Estonia



**Dr. Tiia Vissak** is an Associate Professor of International Business at the School of Economics and Business Administration, University of Tartu, Estonia. She defended her PhD dissertation (“The internationalization of foreign-owned enterprises in Estonia: An extended network perspective”) in 2003 at the University of Tartu. She has published in various international journals, such as *International Business Review*, *International Entrepreneurship and Management Journal*, *IEEE Access*, *Journal of International Entrepreneurship*, *Review of International Business and Strategy*, *Journal of East European Management Studies*, *Journal of East-West Business* etc. and in books by Emerald, Edward Elgar, Springer, Palgrave, Routledge etc. She has also co-edited two books by Emerald: in 2013, *(Dis)Honesty in Management: Manifestations and Consequences* together with Prof. Maaja Vadi and in 2009, *Research on Knowledge, Innovation, and Internationalization* together with Prof. Jorma Larimo. Her main research interests include internationalization processes, factors affecting foreign market entries, exits and re-entries (for instance, network relationships, decision-making logic, changes in the business environment), and measurement and improvement of export performance. She is a member of the editorial board of the *International Journal of Export Marketing* (since 2015), a member of the editorial advisory board of the *Review of International Business and Strategy* (since 2015), a member of the international advisory board of *International Entrepreneurship* (since 2019), an associate editor of *Entrepreneurial Business and Economics Review* (since 2021), and an editorial committee member of the *Journal of East European Management Studies* (since 2021). She has been an active reviewer for several other journals: for example, *International Business Review*, *Baltic Journal of Management*, and *Journal of Business Research* received her PhD from the University of Tartu in 2003, where she is currently holding the position of a Senior Researcher of International Business. She is interested in nonlinear and linear internationalization: especially the pace, country and market entry mode selection, success factors and reasons for de- and re-internationalization but also measurement and improvement of export(ers’) performance, the role of managers and other actors in internationalization, family and immigrant entrepreneurship and decision-making in international firms: e.g., effectual vs. causal logic. She has published in various journals – e.g., *International Business Review*, *International Entrepreneurship and Management Journal* and *Journal of International Entrepreneurship* – and books, led two research grants and supervised two PhD and 25 Master students.

For more information, visit [https://www.etis.ee/CV/Tiia\\_Vissak/eng?lang=ENG](https://www.etis.ee/CV/Tiia_Vissak/eng?lang=ENG)

**Cleopatra Veloutsou**  
**Professor of Brand Management, Adam Smith Business School,**  
**University of Glasgow, UK**



**Dr. Cleopatra Veloutsou** is a Professor of Brand Management in the Adam Smith Business School of the University of Glasgow (UK), a Visiting Professor at the University of Bari (Italy), University of Bergamo (Italy) and President University (Indonesia), a Visiting Lecturer at the Hellenic Open University (Greece) and the Head of the Marketing Research Unit of the Athens Institute of Education and Research (ATINER) (Greece). She holds an MBA and was awarded a PhD from the Athens University of Economics and Business (Greece).

Her primary research interest is on Brand Management and Marketing Organisation, focusing mostly in the Brand Management structure and the brand support in general. She has also worked in Relationship Marketing and Marketing Communications. She has published about 60 articles in International Academic Journals, including the *Electronic Commerce Research and Applications*, *European Journal of Marketing*, *Industrial Marketing Management*, *International Business Review*, *International Journal of Advertising*, *International Marketing Review*, *Journal of Brand Management*, *Journal of Business Research*, *Journal of Marketing Management* and *Journal of Product & Brand Management* and has presented over 100 papers in International Academic Conferences. Her research presented in these papers has won many awards and she has worked on sponsored research.

Prof. Veloutsou is the co-editor of the *Journal of Product and Brand Management* since 2014, and Associate Editor of the *Journal of Business Research* since 2019, she serves on the editorial board of various Journals including the *European Journal of Marketing*, the *Journal of Brand Management* and the *Services Theory and Practice*, while she has guest edited issues in various Journals. She has been the Conference Chair and a member of the Organising Committee for a number of International Academics Conferences in Marketing and Brand Management.

**Tõnis Mets****Professor of Entrepreneurship (Emeritus),****School of Economics and Business Administration, University of Tartu, Estonia**

**Dr. Tõnis Mets** ([Tonis.Mets@ut.ee](mailto:Tonis.Mets@ut.ee)), professor emeritus, has been a Professor of Entrepreneurship for over ten years and the founding Head of the Centre for Entrepreneurship at the University of Tartu (Estonia), 2003. In addition, Professor Mets has worked as a management consultant in his own company (ALO OÜ) and as an entrepreneur, engineer and manager in various high-tech companies in Estonia. He also holds a PhD degree in Technical Sciences. Professor Mets is the author and co-author of 15 patents and more than 70 chapters and articles published by international publishers ([https://www.etis.ee/CV/T%C3%B5nis Mets/eng?lang=ENG](https://www.etis.ee/CV/T%C3%B5nis_Mets/eng?lang=ENG); <https://scholar.google.com/citations?user=ZwYgRS4AAAAJ&hl=en>). He has run research and teaches entrepreneurship, technology and academic entrepreneurship, entrepreneurial university, technology transfer, intellectual property, knowledge, and innovation management.



**Anestis K. Fotiadis**  
**Professor of Tourism,**  
**College of Business, Department of Management, Zayed University,**  
**Abu Dhabi, United Arab Emirates**



**Dr. Anestis K. Fotiadis**, is a Full Professor at Zayed University, College of Business, Department of Management, Abu Dhabi, UAE. He studied Business Administration at Moscow University of Commerce (BSc, 1998), holds one MSc on IT in Business Administration (MSc 2002) and one on Tourism Business Administration (MSc, 2005). He holds a Ph.D. (2009) in International Business Administration from the University of Pecs in Hungary. He has delivered lectures both at the undergraduate and the postgraduate level as a tenured faculty in universities in Greece and Taiwan before he joined Zayed University. More of that he worked several years as the head of IT and research development for the public sector in Greece.

His main area of research is associated with tourism management, event management, hospitality management and sustainable development. Lately, he is working on smart tourism, neuroscience and halal tourism research. He has published more than 40 research papers in international academic journals such as Annals of Tourism Research, Tourism Management, Journal of Business Research, International Journal of Hospitality Management, along with several books and book chapters. He is a member of multiple scientific associations and a reviewer for top tier international journals. More of that he is the Associate Editor of Journal of

Tourism, Heritage and Service Marketing and the co-organizer of Tourman Series Conferences.

Google Scholar Page: <https://scholar.google.gr/citations?user=4Z9MfC4AAAAJ&hl=en>

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# Outline Schedule

## Saturday 6<sup>th</sup> November

### 13:30 – 15:25: Opening and Keynote Session 1

#### 13:30 – 13:45: Opening

Welcome by Professor of International Business Dr. Svetla Trifonova Marinova (AAUBS), and Dr. Dafnis N. Coudounaris Associate Professor (Visiting) in IB (AAUBS) and Editor in Chief of IJEXPORTM and NJT.

### 13:45 – 15:25: Keynote Session 1, Chair Svetla Trifonova Marinova

#### Peter Gabrielsson 13:45 – 14:10

Professor of International Marketing

Topic: “**International entrepreneurship: Current developments and future research**”

#### Antonella Zucchella 14:10 – 14:35

Professor of Marketing

Topic: “**International entrepreneurship: taking stock and looking ahead**”

#### Marin Marinov 14:35 – 15:00

Professor of International Business

Topic: “**Current developments of OFDIs in Eastern EU: Future research**”

### Tõnis Mets (Professor of Entrepreneurship (Emeritus)) and Piia Vettik-Leemet 15:00 – 15:25

Topic: : “**Developments on Entrepreneurship: The need to link entrepreneurial and innovation processes**”.

### 15:25 – 15:40: Coffee and networking at ZOOM

### 15:40 – 16:05: Professor of Asian Economy Peter Hwang presents

„Asian Business after Covid-19: The case of China - An update“

**1st SESSION: 16:05 – 17:25 Competitive Session 1: International Business: Chair Peter Gabrielsson, Antonella Zucchella and Marin Marinov (4 papers)**



**16:05 – 16:25**

**Working title: The Missing Ingredient of Organisational Culture Scale in East Asia (Abstract No. 106)**

[QUAN HOANG NGUYEN TRAN](#)<sup>1</sup>, KRISTA JAAKSON<sup>2</sup>, MAAJA VADI<sup>3</sup>

Organization(s): 1: University of Tartu, Estonia, Vietnam; 2: University of Tartu, Estonia, Vietnam; 3: University of Tartu, Estonia, Vietnam.

**16:25 – 16:45**

**Subordinate and Supervisor Relationship Through the Lens of Guanxi: First Empirical Research in Vietnam (Abstract No. 107)**

[Trang Huyen Kim](#)<sup>1</sup>, Thai Hong Dang<sup>5</sup>, Hong Thi Bui<sup>2</sup>, Linh Khanh Cu<sup>3</sup>, Anh Minh Tran<sup>4</sup>

Organization(s): 1: Ithaca College, US; 2: Foreign Trade University, Vietnam; 3: University of Hertfordshire, UK; 4: Hanoi Law University, Vietnam; 5: Ybox inc.

**16:45 – 17:05**

**Green-feminine stereotype across cultures: overcoming barriers to sustainability**

[Agnieszka Chwialkowska](#)

Organization(s): University of West Georgia, Richards College of Business

**17:05 – 17:25**

**Specific marketing capabilities for young exporters: a quantitative study from Latvia**

[Ieva Pūke](#)

Organization(s): University of Latvia, Latvia

**17:25 – 17:35: Coffee and networking at ZOOM**

**17:35 – 19:00: Keynote Session 2, Chair Svetla Trifonova Marinova**

Metin Kozak **17:35 – 17:55**

Professor of Marketing

Topic: **“Qualitative versus quantitative research in tourism: An update”**

Peter Björk **17:55 – 18:15**

Professor of Marketing

Topic: **“Tourism experience research, reflections and future directions”**

Anestis K. Fotiadis **18:15 – 18:35**

Professor of Tourism

**“Journal of Tourism, Heritage & Services Marketing”, ISSN 2529-1947 (Associate editor)**

**2nd SESSION: 18:35 – 19:35: Competitive Session 2: International Business:  
Carlos M.P. Sousa and Antonella Zucchella (3 papers)**

**18:35 – 18:55**

**Do the relationship between pioneering orientation and absorptive capacity differ under different performance operationalizations?**

Aviv Shoham<sup>1</sup>, Gavriel Dahan <sup>2</sup>, [Dafnis N. Coudounaris](#)<sup>3</sup>

*Organization(s)*: 1: University of Haifa; 2: Western Galilee College; 3: Aalborg University and University of Tartu

**18:55 – 19:15**

**Export promotion agencies' lived turmoil, response and strategies in COVID-19 times**

[Valeska V. Geldres-Weiss](#) <sup>1</sup>, Nathaniel P. Massa <sup>2</sup>, Joaquín Monreal-Pérez <sup>3</sup>

*Organization(s)*: 1: Department of Management and Economics, Faculty of Law and Business, Universidad de La Frontera; 2: Department of Management, Faculty of Economics, Management and Accountancy, University of Malta; 3: Department of Business Management and Finances, Faculty of Economics and Business, Campus Universitario de Espinardo

\*This paper has been recently published (1.11.2021) at Sustainability as follows: Geldres-Weiss, V.V.; Massa, N.P.; Monreal-Pérez, J. Export Promotion Agencies' Lived Turmoil, Response and Strategies in COVID-19 Times. Sustainability 2021, 13, 12056. <https://doi.org/10.3390/su132112056>

**19:15 – 19:35**

**Rational vs emotional advertising appeals in the Estonian and Iraqi educational sector and the mediating effect of culture and consumer personality traits (Abstract No. 111)**

[Henrik G.S. Arvidsson](#)<sup>1</sup>, Ruslana Arvidsson<sup>2</sup>, Zhwan Abdullah<sup>3</sup>

*Organization(s)*: 1: Estonian University of Life Sciences & University of Tartu; 2: Institute of Innovative Governance; 3: Koya University

**3rd SESSION: 19:35 – 20:20 Competitive Session 3: Tourism Management and Brand Management: Chair Metin Kozak, Peter Björk, + Anestis K. Fotiadis**

**19:35 – 19:55**

**Managing Tourism in Archaeological and Heritage Sites in Egypt (Abstract No. 100)**

[Asmaa Abdelmonaem Youssef](#)

*Organization(s)*: Ministry of Tourism and Antiquities, Egypt

**19:55 – 20:15**

**HOMESTAY PROGRAM AND KAMPUNG STAY PROGRAM: A COMPARISON APPROACH AND ANALYSIS FROM INSIDER PERSPECTIVE (Abstract No. 101)**

[Roslizawati Che Aziz](#)<sup>1</sup>, Saiful Mohamed Shuib<sup>2</sup>, Wan Rosnani Wan Mohamad<sup>3</sup>

*Organization(s)*: 1: University Malaysia Kelantan, Malaysia; 2: Polytechnic Tuanku Syed Sirajuddin, Arau, Perlis, Malaysia; 3: Polytechnic Ibrahim Sultan, Pasir Gudang, Johor, Malaysia

**20:15 – 20:35**

**A CONCEPTUAL INVESTIGATION ON THE USE OF TECHNOLOGY AS A DRIVING FORCE AND TECHNOLOGICAL TRANSFORMATION IN THE POST-PANDEMIC TOURISM (Abstract No. 104)**

**HANDE UYAR OĞUZ**

*Organization(s):* BARTIN UNIVESITY, TURKEY

**20:35 – 20:55**

**Relationship between the “big-5” personality traits, memorable tourism experiences and behavioral intentions**

**Dafnis Coudounaris**<sup>1</sup>, Faig Jafarguliyev<sup>2</sup>, Olga Kvasova<sup>3</sup>, Eroze Sthapit<sup>4</sup>, Svetla Marinova<sup>5</sup>

*Organization(s):* 1: Aalborg University, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia; 3: UCLAN Cyprus, Cyprus; 4: Haaga-Helia University of Applied Sciences, Finland; 5: Aalborg University

**20:55 – 21:30: On-line socialization at ZOOM**

**Sunday 7<sup>th</sup> November**

**9:00 – 9:55: Meet the editors, Chair Dafnis Coudounaris**

**9:00– 9:25**

**International Marketing Review (IMR) by Carlos M.P. Sousa: 9:00– 9:25**

**9:25– 9:40**

**International Journal of Export Marketing (IJEXPORTM) by Dafnis N. Coudounaris**

**9:40 – 9:50: Coffee and networking at ZOOM**

**9:50 – 11:05: Keynote Session 3, Chair Tiia Vissak, Peter Björk and Marin Marinov**

**Carlos M.P. Sousa 9:50 -10:15**

Professor of Marketing and Business Strategy

“Recent Developments on Divestment: Future research”

**Cleopatra Veloutsou 10:15 – 10:40**

Professor of Brand Management

“**Journal of Product and Brand Management**“. She is the editor in chief since 2013.

**Tiia Vissak 10:40 – 11:05**

Associate Professor of International Business

Topic: “**Foreign market entries, exits and re-entries: Future research**”

**11:05 – 11:25: Coffee and networking at ZOOM**

**4th SESSION: 11:25 – 12:45 Competitive Session 4: Consumer Behaviour and International Business, Chair Cleopatra Veloutsou and Marin Marinov (4 papers)**

**11:25 – 11:45**

**Antecedents of interpersonal influence on purchase decision (Abstract No. 103)**

[Sohel Ahmed](#), Jannatul Ferdous

Organization(s): Teesside University, United Kingdom

**11:45 – 12:05**

**The Impact of Electronic Word of Mouth on the Purchase Intention and Brand Image (Abstract No. 105)**

[Sohel Ahmed](#)<sup>1</sup>, Salma El Ouard<sup>2</sup>

Organization(s): 1: Teesside University, United Kingdom; 2: Al Akhawayn University in Ifrane, Morocco

**12:05 – 12:25**

**Global renewable energy value chains: Opportunities for European firms and economies in combating the climate change**

Agnieszka Chwialkowska 1, Waheed Akbar Bhatti 2, [Mario Glowik](#) 3

Organization(s): 1: University of West Georgia, USA, 2: Aalborg University, Denmark, 3: Berlin School of Economics and Law, Germany

**12:25 – 12:45**

**Drivers of Digital Piracy Behaviour: A Mixed Method Approach**

[Dafnis N. Coudounaris](#)<sup>1</sup>, Anna-Maria Christofi<sup>2</sup>

Organization(s): 1: Aalborg University, Denmark and University of Tartu, Estonia; 2: University of Cyprus, Cyprus

**12:45 – 13:15: Awards**

Presenting three awards for best papers by Inderscience Publishers, awards to keynote speakers and awards to reviewers of IJEXPORTM

**13:15 – 13:45: Closing Session**

[Dafnis N. Coudounaris](#), Chair of 3rd Nordic IB, Export Marketing, Int. Entrepreneurship & Tourism Conference 2021

[Professor Svetla Trifonova Marinova](#), Aalborg University Business School, Denmark

**LUNCH and networking: 13:45 – 16:00 at ZOOM**

***END OF THE CONFERENCE***

## ABSTRACTS

### **Managing Tourism in Archaeological and Heritage Sites in Egypt (Abstract No. 100)**

[Asmaa Abdelmonaem Youssef](#)

Organization(s): Ministry of Tourism and Antiquities, Egypt

#### **Abstract**

The main aim of this contribution is to discuss the challenges we face in Heritage Sector in Egypt,

The researcher will present a plan aimed to gain a better understanding of the motivations for tourists to visit The Red Monastery in Sohag, Egypt, Managing Tourism in a successful way as provided in International Standards, in accordance with the different characteristics of each site in order to increase the visitor's experience.

The Red Monastery is one of the most famous Christian monasteries in Egypt, it is globally important because of the unique and dense concentration of its well-preserved paintings, whereas it is all-over significant for its exceptional and remarkable paintings, protected in its archaeological context.

The main reason for choosing this site, is because this site like most archaeological and heritage sites suffers from a lack of attention given to these valuable monuments and their surroundings area.

### **HOMESTAY PROGRAM AND KAMPUNG STAY PROGRAM: A COMPARISON APPROACH AND ANALYSIS FROM INSIDER PERSPECTIVE (Abstract No. 101)**

[Roslizawati Che Aziz](#)<sup>1</sup>, Saiful Mohamed Shuib<sup>2</sup>, Wan Rosnani Wan Mohamad<sup>3</sup>

Organization(s): 1: Universiti Malaysia Kelantan, Malaysia; 2: Polytechnic Tuanku Syed Sirajuddin, Arau, Perlis, Malaysia; 3: Polytechnic Ibrahim Sultan, Pasir Gudang, Johor, Malaysia

#### **Abstract**

The Malaysia Homestay Programme was officially launched in the year 1995 while the Kampung stay established a year later by the Ministry of Tourism, Arts, and Culture (MOTAC). The focus of this program would highlight culture, cultural exchanges, environmental activity, hence, it also aims to offer tourists to have a chance to explore rural life. Homestay can also be defined as “people who live in accommodation that are outside their usual living environment and stay more than one night for leisure or business purposes”. The Kampung stay was defined as “the tourist stays in the house without the local family, but the tourist has a chance to explore and experience the cultural activity of the local family”. The study aims to compare the strategies and approached used by both programs particularly from Malaysian insiders’ perspective. Two case studies were chosen which is Parit Bugis Homestay, Johor located at Southern area of Peninsular Malaysia and Kampung stay Desa Murni, Pahang located at East coast of Peninsular Malaysia. The qualitative approach method has been chosen and purposive sampling technique was used in determined the number of participants involved in this study. The main results shows that homestay products are not classified as accommodation facilities. It focuses more on lifestyles and experiences including culture and economic activities. While the kampung stays provided are equipped with basic facilities for the comfort of tourists and the lifestyle of the villagers. In addition, the study also makes a comparison approach and strategies in promoting their products and services which is (i) promoting through online platform and (ii) collaboration with other parties. Homestay and kampung stay were new programs created by MOTAC which the aimed to assist people in rural areas to get income hence may produced a big impact on the economy of the tourism operators.

### **Green-feminine stereotype across cultures: overcoming barriers to sustainability (Abstract No. 102)**

[Agnieszka Chwiałkowska](#)

Organization(s): University of West Georgia, Richards College of Business

#### **Abstract**

To combat the environmental threat, we need everyone involved. However, half of the Earth's population might be hesitant to engage in green behaviors due to green-feminine stereotyping. Studies have shown that when people think of a green consumer, usually a woman comes to mind (Brough et al. 2016; Williams & Bennett 2011).

Men's resistance to adopting sustainable behaviors has been attributed to a cognitive association of green behaviors with femininity and being unmanly (Brough et al., 2016, study 1). Women in general engage in green purchases more willingly than men and more often than men exhibit pro-environmental attitudes (Lee, 2009; Mainieri et al. 1997). The 'green gap' (i.e. a situation when the environmental concerns do not translate into pro-environmental actions) is more prevalent among men (Mainieri et al. 1997), who also express lower levels of environmental concern than women and are less willing to take action or engage in pro-environmental behaviors (Cottrell, 2003; Tiller, 2014; Zelezny et al. 2000).

Brough et al. (2016) study shows that both male and female participants perceive those engaging in a green behavior as more feminine and that the green-feminine association and stereotyping is prevalent across both genders. Green consumers are perceived as more cooperative and altruistic (Mazar & Zhong, 2010), which are traits stereotypically attributed to women (Dietz et al. 2002). This results in people judging and stereotyping men, who engage in green behaviors, as unmanly (Brough et al. 2016).

We need to answer the question Why are men hesitant to engage in green behaviors? And Why are green behaviors stereotyped as green. We also need to come up with solutions on how this could be changed, if we want the other half of the Earth's population fully involved in sustainable initiatives. To examine this question we build on two streams of literature. Psychological research of gender identity and cultural research stream on feminine and masculine cultures.

### **Antecedents of interpersonal influence on purchase decision (Abstract No. 103)**

[Sohel Ahmed](#), Jannatul Ferdous

Organization(s): Teesside University, United Kingdom

#### **Abstract**

**Purpose** – This paper aims to identify the key factors in young adult's purchase decision of apparel from 19 to 30 year olds.

**Design/ methodology/ approach** - Data were collected through questionnaire answered by 360 young adult, between ages of 19 to 30, from different shopping mall in Klang Valley (Malaysia).

**Findings** – The result shows that perceived quality and informational influence are proper indicators for purchasing decisions whereas brand consciousness remains to be neutral significant while the normative influence variable is not as relevant compared to the others.

**Research limitations/ implications** – This research was limited to a sample of young adult. Future research could expand the sample to include a more representative adult sample, in order to ensure generalizability of the results.

**Practical implications** - the study suggest that marketers should focus and exploit on the overall consumer susceptibility on interpersonal influence. Marketers should prioritise the informative power of advertising while cautiously implicating them within their marketing strategies.

**Originality/ value** – This study contributes to the literature by studying relationship between personal characteristics and fashion brands, focusing particularly on effect of susceptibility to interpersonal influence on purchasing intention to apparels.

## **A CONCEPTUAL INVESTIGATION ON THE USE OF TECHNOLOGY AS A DRIVING FORCE AND TECHNOLOGICAL TRANSFORMATION IN THE POST-PANDEMIC TOURISM (Abstract No. 104)**

[HANDE UYAR OĞUZ](#)

Organization(s): BARTIN UNIVESITY, TURKEY

### **Abstract**

With the COVID-19 pandemic, there has been a greater increase in the use of technology, and contactless technologies and digitalization have taken an important place in human life. It is observed, in this process, that technological innovations are integrated in almost any field. Even though the COVID-19 virus has interrupted the travel and tourism sector, the developments in digitalization and innovation have brought along opportunities to achieve sectoral growth. In today's world, on the other hand, it is inevitable that enterprises make the most of information and communication technologies in providing competitive advantage. The purpose of this study is to contribute to the relevant field by identifying the technological needs brought by the COVID-19 pandemic and the technologies to recover the tourism industry. Within the scope of the study, a literature review has been conducted regarding the tourism technologies as a driving force in the post-pandemic period. As a result of the review, it can be stated that digital technologies will now play a more effective role in making participation in tourism activities accessible and facilitating the delivery of tourism services. Tourism and travel technologies, which are likely to be retained after COVID-19 pandemic, have been identified as contactless technologies, digital identity, robots, tour management platforms, as well as the internet of things and big data.

## **The Impact of Electronic Word of Mouth on the Purchase Intention and Brand Image (Abstract No. 105)**

[Sohel Ahmed](#)<sup>1</sup>, Salma El Ouard<sup>2</sup>

Organization(s): 1: Teesside University, United Kingdom; 2: Al Akhawayn University in Ifrane, Morocco

### **Abstract**

The study aims to analyze the impact of eWOM on purchase intention and brand image through influencers and social networks. The research is based on Moroccan population with a sample size of 400. The development of electronic word of mouth has grown significantly in recent years, especially with the proliferation of influencers and online platforms such as social networks. With the help of social networks, electronic word of mouth implies familiarization with the language of Internet users to create a scenario specific to the company which must be credible and useful and gives a certain brand image. The model of this study was developed through structural equation modelling (SEM) using (PLS-SEM) based on a survey with 406 samples, the findings of this study suggest that there is a significant impact between all variables. The results are discussed in the data analysis section.

## **Working title: The Missing Ingredient of Organisational Culture Scale in East Asia (Abstract No. 106)**

[QUAN HOANG NGUYEN TRAN](#)<sup>1</sup>, KRISTA JAAKSON<sup>2</sup>, MAAJA VADI<sup>3</sup>

Organization(s): 1: University of Tartu, Estonia, Vietnam; 2: University of Tartu, Estonia, Vietnam; 3: University of Tartu, Estonia, Vietnam.

### **Abstract**

In the global business world, organisational culture is a popular topic often investigated. As the majority of theory about organizational culture has been created in the Western context, many cultural dimensions did not associate with organisations' performance in Asia. That leads to asking if relevant dimensions of OC are measured in the Asian context and if so, are accurate



questions used to capture those dimensions. In this study, we aim to propose an OC questionnaire applicable to the Confucian Asian context and specifically, to Vietnam and China. A mixed-method approach has been used for building up new items. As the paper is under process, we are currently in the methodology chapter.

### **Subordinate and Supervisor Relationship Through the Lens of Guanxi: First Empirical Research in Vietnam (Abstract No. 107)**

[Trang Huyen Kim](#)<sup>1</sup>, Thai Hong Dang<sup>5</sup>, Hong Thi Bui<sup>2</sup>, Linh Khanh Cu<sup>3</sup>, Anh Minh Tran<sup>4</sup>  
Organization(s): 1: Ithaca College, US; 2: Foreign Trade University, Vietnam; 3: University of Hertfordshire, UK; 4: Hanoi Law University, Vietnam; 5: Ybox inc.

#### **Abstract**

Guanxi, the concept of personal non-work connection and interactions in professional contexts, offers a culturally relevant approach in investigating Vietnamese supervisor–subordinate relationships. This research aims to assess the Guanxi of Vietnamese enterprises under the model developed by Chen and her colleagues (2009). Examining 454 workers in major cities, this research is the first to recognise Vietnamese Guanxi under two dimensions, personal-life inclusion and deference to supervisors. This research also discerns significant differences in these dimensions among company hierarchy, age and seniority. Regarding gender, distinction from Guanxi in China is found. These findings characterise Guanxi in Vietnam and open doors for future application in effective HR management to enhance employee engagement and thus positively influence marketing activities.

### **Specific marketing capabilities for young exporters: a quantitative study from Latvia (Abstract No. 110)**

[Ieva Pūke](#)

Organization(s): University of Latvia, Latvia

#### **Abstract**

**Purpose:** The aim of the research is to identify the specific marketing capabilities that support the process of internationalization in young firms and to develop the model that links marketing capabilities to the export performance.

**Method:** Author explored the marketing process in young firms, conceptualized the specific capabilities and export performance variables for conceptual model and tested it within young exporting SMEs sample in Latvia. Author used a mixed method approach, combining 15 in-depth semi-structured face-to-face interviews of owners and export managers, and quantitative computer-assisted telephone interviewing (CATI) of 204 young exporting firms. Data was analysed using factor analysis and structural equation modelling with PLS-SEM.

**Findings:** Marketing process in young exporting firms is focused on extending available knowledge, development and validation of the value proposition. Strategic marketing capabilities that have a positive effect on export performance are customer engagement (the largest effect), partner linking, market sensing, new product development and strategic creativity capabilities. Firms need to adopt behaviour that is agile, proactive, adaptive and open to experiments in the marketing process. This type of behaviour, particularly proactivity and openness to experiments, has a positive effect on export results and enhances the level of strategic marketing capabilities. **Originality.** This study reinforces the prominent role of marketing in internationalization process and identifies unique marketing capabilities which enhance the export results in young firms.

### **Rational vs emotional advertising appeals in the Estonian and Iraqi educational sector and the mediating effect of culture and consumer personality traits (Abstract No. 111)**



**Henrik G.S. Arvidsson**<sup>1</sup>, Ruslana Arvidsson<sup>2</sup>, Zhwan Abdullah<sup>3</sup>

*Organization(s)*: 1: Estonian University of Life Sciences & University of Tartu; 2: Institute of Innovative Governance; 3: Korya University

### **Abstract**

**Purpose:** The purpose of this article is to examine the difference in appeal of rational vs. emotional marketing messages to consumers of educational service in two culturally distant countries, Iraq and Estonia respectively. The study examines the cultural influence as well as the influence asserted by the personality traits of the consumer.

**Methodology:** Quantitative study, conceptional.

**Originality/value:** This study aims to give a better understanding of the interplay of culture and personality on the appeal of marketing messages, especially in the context of people in culturally distant countries, e.g. Iraq and Estonia.

**Findings:**

**Research limitations:** The study is based on a relatively small sample of data which can influence the accuracy of this study. The study also attempts to delineate and quantify abstract concepts like culture and self-perceived personality traits.

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**Note: The conference event will be performed on Time Zone Nicosia/ Helsinki/ Athens/ Tallinn GMT+2 hours**

## PHOTOS

**Gala Dinner at Restaurant CRU, Viru 8, 10140 Tallinn at Inaugural Nordic IB and Export Marketing Conference 2018**









Participants at the conference.



Five keynote speakers are from left to right Mika Gabrielsson, Carlos M.P. Sousa, Olli Kuivalainen, Jorma Larimo and Kadri Ukrainski. Dafnis Coudounaris was the Chair of the conference and Urmas Varblane was the host of the conference.





Kissing couple: Symbol of Town Hall Square of Tartu

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