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# **PERSPECTIVES ON INTERNATIONAL BUSINESS AND EXPORT MARKETING**

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## Editorial

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**Biographical notes:** Dafnis N. Coudounaris is an Associate Professor of Innovation Management from the School of Economics and Business Administration at the University of Tartu, Tartu, Estonia. He received his BSc in Economics from the National and Kapodistrian University of Athens, Postgraduate Diploma in Marketing from the Bristol Polytechnic, MSc in International Business from the UMIST and PhD in Industrial Marketing from the Luleå University of Technology. He has published several papers in international journals such as *MIR*, *Jl Management*, *IBR*, *P&M* and *JBR*. He serves as a member of the editorial review boards of *Journal of Business Research* and *Journal of Innovation and Knowledge* and is a member of the Board of Governors of GIKA. He recently became a Fellow of the European Mediterranean Academy of Business (EMAB).

Stanley Joseph Paliwoda is an Emeritus Professor of Marketing from the Strathclyde Business School, Department of Marketing, University of Strathclyde, Glasgow. He is a former Senior Examiner of the Institute of Export in the UK and has written various textbooks and particularly a seminal one entitled *International Marketing* with co-author Professor Michael Thomas. He has published 65 articles in books and international journals. He is the Deputy Editor of the *Journal of Customer Behaviour* and Fellow of both the Chartered Institute of Marketing and Chartered Management Institute. He is an international trustee of IP Management Poland and has served as a member of several editorial boards.

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Welcome to the fourth issue which is a special issue on ‘Perspectives on international business and export marketing’, Volume 2 of the *International Journal of Export Marketing (IJEXPORTM)*. This is a special issue based on the Inaugural Nordic International Business and Export Marketing Conference of 2018 held in Tallinn, Estonia. This 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 which was awarded the best paper in exporting at the Inaugural Nordic International

Business and Export Marketing Conference 2018, examines the impact of exporting to highly-developed destinations (the Nordic area) on product innovative firm performance from a wide open and export-oriented country, namely Chile. The second paper, which was awarded the best empirical study at same conference (NIB&EM Conference 2018), suggests that state-owned enterprises (SOEs) from emerging economies have entered into an international expansion wave in the Latin American and Caribbean region, challenging the common assumption that these firms are limited to their domestic market. The third paper, which was awarded the best paper of the NIB&EM Conference 2018, investigates the 'innovation divide' of firms from EU new and old member states when participating in framework programs in a similar fashion to higher education and research actors. Finally, the fourth paper examines the role of entrepreneurial ecosystems that can have on the firm's growth and internationalisation processes.

The first paper by Geldres-Weiss, Monreal-Pérez and Tornavoi-Carvalho based on a longitudinal analysis (2006–2017) of 54 Chilean exporting firms in the fruit sector, reveals that exports from Chile to advanced counties such as the Nordic ones favour firm product innovation. This finding shows the importance of the market destination effect on firm export product innovation performance, and consequently on the firm's international competitiveness. In their analysis the authors use the export product innovation index (EPII) and Tobit regression model. The recently developed EPII (Geldres-Weiss et al., 2018) monitors the exports made due to product innovations. The EPII instrument is built on the harmonised system (HS) code and is a metric that associates innovation with export activity according to the value amount of new products traded abroad by export firms over time.

Bertomeu in the second paper discusses her findings, which reveal that governments are strengthening the position of SOEs for different reasons other than solely promoting exports. The institutional environment impacts on the export performance of Latin American and Caribbean SOEs, with the informal economy facilitating the export performance of SOEs. In addition, data on corruption is slightly inadequate due to the sensitive of the topic. Therefore, a common framework for studying corruption is encouraged as it will both help to advance research on the topic and help policy makers and practitioners to tackle corruption.

Ukrainski, Kanep, Kirs and Karo in the third study use the e-Corda database of the European Commission with cut-off date of 28 February 2017 and also existing literature to examine the main issues/debates regarding the participation of countries of EU13 in the 8th Framework Programme called Horizon 2020. The authors state that the underlying challenges are related to the lower competitiveness and strategic focus of firms, to their lower administrative and project-management capacities, as well as to weaker networking capacities and relational proximity with EU15 actors.

Finally, in the fourth study Velt, Torkkeli and Saarenketo discuss the role that the entrepreneurial ecosystem can have on international entrepreneurship. The authors assess the entrepreneurial ecosystems from the point of view of born globals and compare them across two countries namely, Finland and Estonia. Through a survey and data analysis with STATA and t-tests, this study contributes to the literature on international entrepreneurship in two ways. Firstly, it outlines the entrepreneurial ecosystem elements that are the most and least critical for the development of born global start-ups and secondly, it compares the performance of ecosystems between Finland and Estonia as seen by born globals. The authors apply the neglected concept of entrepreneurial ecosystems into the international entrepreneurship field.

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