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## Editorial

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**Biographical notes:** Dafnis N. Coudounaris is an associated researcher at the Hanken School of Economics, Vaasa, Finland, and online tutor of Global MBA at the University of London, London, UK. He received his BSc in Economics from the National and Kapodistrian University of Athens; Postgraduate Diploma in Marketing from Bristol Polytechnic; MSc in International Business from UMIST; and PhD in Industrial Marketing from 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*, *Journal of Innovation and Knowledge*, *Anatolia*, and *International Journal of Hospitality & Tourism Management*. 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 the *Innovation Management and Entrepreneurial Process Journal*, which is an open-access journal.

Peter Björk is the Head of the Marketing Department of the Hanken School of Economics in Vaasa, Finland. He has recently become an associate editor of the *International Journal of Export Marketing* which is published by Inderscience publishers. He has published several papers in marketing and tourism. He published in *Tourism Management*, *Journal of Business Research*, *Industrial Marketing Management*, *International Journal of Contemporary Hospitality Management*, *Psychology & Marketing*, and many other journals.

Welcome to the second issue of the sixth volume. We would like to inform readers that the current editorial board of the *International Journal of Export Marketing* includes the Editor-in-Chief Dr. Dafnis N. Coudounaris, and ten associate editors in alphabetic order, namely

- Sohel Ahmed, from Teesside University, UK.
- Peter Björk, from Hanken School of Economics, Finland.
- Agnieszka Chwialkowska, from the University of West Georgia, USA.
- Valeska V. Geldres-Weiss, from Universidad de La Frontera, Chile.
- Marcus Goncalves, from Boston University, USA.
- Dimitrios N. Koufopoulos, from the University of London, UK.
- Svetla Trifonova Marinova, from Aalborg University, Denmark.
- Rana Mostaghel, from Stockholm Business School, Sweden.
- Aviv Shoham, from the University of Haifa, Israel.
- Tiia Vissak, from the University of Tartu, Estonia.

In addition, the *International Journal of Export Marketing* has another 46 members on the editorial board.

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 a significant shift towards eco-friendly energy sources, focusing attention on battery-operated vehicles in Bangladesh. This study evaluates the life cycle sustainability of the easy-bike through the lens of the triple-bottom-line (TBL) framework, to promote circular economic development. The second paper has the purpose to find out the major challenges behind creating a global apparel brand for Bangladesh RMG industry and ways to overcome it. The third paper explores women's entrepreneurial leadership in Mexico, focusing on the interplay between motivation and decision-making within the context of Stewart's role demands-constraints-choices (DCC) framework. The fourth paper explores the factors as to whether intra- and extra-cluster ties impact SMEs' exporting scope further and whether they depend on the strategic fit with the firm's innovation upgrading strategies, and firm-specific capabilities in networking and realised absorptive capacity. Finally, the fifth paper explores the use and impact of entrepreneurship education methods on students' entrepreneurial intentions in Ghana.

The first paper, by Alam, Nabi, Zohora and Masroor, is based on data collected from drivers, owners, and manufacturers through the lens of TBL analysis, yielding valuable insights. The study highlights the importance of circularity for sustainable progress, advocating a comprehensive life cycle perspective across all aspects of sustainability to ensure accurate and reliable outcomes.

The second paper by Arvidsson and Arvidsson, is based on a mixed method approach and a sample of 70 Nordic IT entrepreneurs. The study reveals a significant relationship between the Big 5 personality traits and the dynamics of the entrepreneurial process, affirming the results of earlier studies which elucidate the connection between openness to experience, extraversion, conscientiousness, and entrepreneurial success. This research

contributes nuanced insights into the complex relationship between personality traits, entrepreneurial process theory, and venture outcomes.

The third paper, by Goncalves and Vasquez, is based on a qualitative methodology, through 14 semi-structured interviews with Mexican women entrepreneurs. The findings show that their entrepreneurial motivations are intricately linked with personal aspirations, socio-cultural influences, and the economic landscape, diverging significantly from those observed in other emerging economies. These motivations include financial independence, family support, and a profound commitment to societal advancement and self-realisation. This study contributes to a deeper understanding of the nuanced roles that Mexican women entrepreneurs adopt and the strategic decisions they make, framed by the broader socio-economic and cultural context.

The fourth study, by Yeoh, based on 110 semiconductor firms in Malaysia, suggests that SMEs forming more ETCs tend to have higher exporting scope. The study shows that the positive interaction between extra cluster ties and realised absorptive capacity capability on export scope confirms the importance of reaching out to extra clusters with knowledge and capabilities that are similar enough to facilitate the understanding and internalisation of knowledge. At the same time the study shows that there are differences in the facilitating contributions of complementary knowledge. Regarding the moderating relationship between firms' innovation upgrading strategies and ETCs on exporting scope, the authors found a non-significant and positive finding for product and process innovation upgrading, respectively.

Finally, the study by Gameti, Collins and Akuffo, is based on a sample of 555 undergraduate students in one public and one private university in Ghana. The findings of the structural equation modelling show that active methods of education were more effective in influencing students' entrepreneurial intention, although passive methods of teaching were dominant among most educators. The study also reveals the influence of gender and personal characteristics on students' venture creation intentions.

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