
Editorial

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Welcome to the third issue of the sixth volume. 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 internationalisation of Turkish small and medium-sized enterprises,

focusing on entry modes and the multifaceted challenges they encounter in global market integration. The second paper explores the role of export sunk costs, time-out period and domestic market size as variables influencing the decision to return or avoid the once-abandoned foreign market. The third paper aims to elucidate the unique or common aspects of agile and lean start-up methodologies across different sectors, providing insights into their effectiveness and integration within entrepreneurial practices. The fourth paper tries to find out the major challenges behind creating a global apparel brand for the Bangladesh RMG industry. Finally, the fifth paper identifies the factors enabling the retention of key employees in international acquisitions (IAs) as effective leadership, financial and non-financial benefits, effective communication, autonomy granted to the employees of the acquired unit, and level and speed of integration of the acquired unit.

The first paper, by Goncalves, Sengur, Kayacı and Celik, uses a qualitative methodology, and synthesises data from semi-structured interviews based on Turkish SME managers. It reveals insights into the strategic and operational dynamics of internationalisation. The findings highlight a predominant preference for export as an initial entry, underpinned by adaptation to evolving global trade norms and domestic market constraints. Challenges are identified which include financial limitations, inadequate market knowledge, and operational hurdles, collectively influencing strategic directions and international performance.

The second paper, by Lengler is based on top managers from three export SMEs from Brazil, who are interviewed using an interpretive approach. The results show that sunk costs involved in the re-entry process, the time-out period, and the domestic market size dissuade managers from re-entering abandoned foreign markets.

The third paper, by Arvidsson, Arvidsson and Umalas, is based on responses from 100 entrepreneurs. The findings show that the application of the unique or common aspects of agile and lean start-up methodologies within the IT sector and other industries have an impact on the entrepreneurial process and decision-making logics.

The fourth study, by Shaha, Shahriyar, Jabin, Rashed, Hossain and Ishan, is based on six semi-structured interviews with participants from the RMG sector, namely one owner of a garments company, two managers from personnel and two employees of the garments company. The study shows that five major challenges are identified for the RMG industry of Bangladesh to create a global apparel brand. The study also includes discussion on ways of how to overcome those challenges. The study highlights that the managers and decision makers in RMG sector of Bangladesh have an overall idea to consider creating a global apparel brand for Bangladesh.

Finally, the study by Ali and Shahzad, is based on three case studies which show effective leadership of the acquirer, both financial and non-financial incentives, effective communication, the high level of autonomy granted to the employees of the acquired unit, and the moderate level and speed of integration of the acquired unit, all assisting in the retaining of key employees in the acquired unit.

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