

Journal of International Marketing Strategy (JIMS)

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PREFACE

We are extremely pleased to present the second issue of the *Journal of International Marketing Strategy* to our colleagues in the academic world and business community. The second volume of the journal is a continuation of our efforts to publish quality articles in the field of international marketing, which will be, both highly regarded and referenced by our colleagues in the field.

This volume contains articles which are interesting and germane to international marketing. In the first article of this issue, the authors offer a very interesting analysis of the location choice and entry mode of manufacturing firms in China. The article suggests that while Chinese firms explore export opportunities in both developed and developing economies. The authors suggest that they focus on many aspects of FDI in developed economies including marketing, production and research and development. This article adds to our understanding of the strategies of emerging market multinationals based in the Chinese environment.

The second article focuses on the motivations for internationalization of small and medium enterprises (SMEs) in Malaysia. The study examines the drivers of internationalization of these firms in terms of factors such as entrepreneur's personality traits, network relations, innovation, R&D. It suggests that advancements in technology, government factors, domestic acceptance of high quality goods and the quality philosophy of the firm are all potential drivers of internationalization of SMEs in Malaysia.

The third article deals with the segmentation of Green consumers in overseas markets. In this article, the authors analyze the impact of environmental concerns and influences on consumers and seeks to analyze the emerging dimensions of green consumers for segmentation strategies.

In our fourth article, the journal revisits China and examines the issue of how Chinese consumers view services in the People's Republic of China. The authors examine how Chinese consumers view generic services in their society. The study suggests that two important dimensions tend to explain most of their view of services. The study also allows the reader to see how services in China are viewed in relation to different types of services in the marketplace.

These articles reflect the continuing commitment to supporting the publication of peer reviewed studies in international marketing and the commitment of the editors to encouraging and publishing peer reviewed work of authors from developing nations. The editors have continually supported the view that there are many promising studies which with the right encouragement provide important contributions from a perspective other than a European and North American perspective.

While there is much to celebrate with the publication of the second volume of the journal, there is also reason for sadness among the editors and the editorial board. Professor Moonkyu Lee, a senior faculty member at Yonsei University in Korea passed away on January 27th, 2014 while on a business trip in Beijing.

Moonkyu Lee graduated from the University of Illinois at Urbana Champaign with an MS and Ph.D. in Marketing. He joined the marketing faculty at the University of Colorado Denver and made many contributions to the field of marketing and to our Business School. He was an exceptional colleague, a very valued co-author and most importantly a very close friend to those of us who had the pleasure of knowing him.

Moonkyu reluctantly accepted an offer from Yonsei University, his undergraduate alma mater to assume responsibility for his aging parents. Moonkyu served in many roles and made many contributions to Yonsei University during his nearly 20 years at the institution.

Most recently, Moonkyu played a role in helping us develop the editorial board at the *Journal of International Marketing Strategy* as well as contributing an article to the first issue. The simplest way to comment on the passing of Moonkyu Lee is to say that he will be sorely missed and remembered by us.

In the coming months, we plan to move forward with new volumes. While we have discussed many potential volumes, we have decided to focus one or two issues on the intersection of international marketing and entrepreneurship and

have developed some novel ways of addressing the topic. We felt that this volume will provide a platform for contributions from international entrepreneurship types from around the world. The call for this volume of the journal will be available shortly.

We have received substantial support from both Howard University and the University of Colorado Denver. Barron H. Harvey, the Dean at School of Business at Howard University provided encouragement and financially supported the publication of this issue. Sueann Ambron, Dean of the Business School, Jean Claude Bosch and Clifford Young, Associate Deans at the University of Colorado Denver, supported this issue of the journal with substantial resources in terms of student research assistants.

As with the first issue of the journal, the process of encouraging manuscript submission, review and editing is a long one. There are so many people who are deserving of our thanks. First, we would like to thank Dr. Kamal Agarwal of MTMI for his constant support. The journal is only possible because of the authors that support us, the reviewers who sacrifice their time to carefully examine the papers and our editorial board who make many contributions.

The editors wish to particularly thank Nancy A. Reed, who is Director of International Admissions at the Business School at the University of Colorado Denver for her continuing help as the Assistant Editor of the journal.

We are deeply indebted to all the above people and institutions for helping us take a journal from concept to a product.

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