

## PREFACE

Welcome to the newest issue of the Journal of International Marketing Strategy (JIMS). This issue embodies the change and evolution that we promised our readers when we first developed the journal.

This issue is the first in a two part series that focuses on the interface between international marketing and entrepreneurship. In this issue, we incorporated papers from some of the most noted academic leaders in international entrepreneurial marketing while at the same time including practitioner features such as an interview with a well-known entrepreneur and a book review of pertinent material.

In this issue, we have two invited articles and two refereed articles that deal with international entrepreneurial marketing (EM). Our lead article is an invited article by Gerald Hills, Claes Hultman and Pitsamorn Kilenthong. The authors suggest that there is no common agreement on how many dimensions are underlying EM behaviors. Their study seeks to identify the dimensions underlying EM behavior using empirical data. They propose six dimensions underlying these EM behaviors and suggest that these dimensions provide a foundation upon which researchers can build and test for a broader theory of EM behavior.

The second invited article is by Professors Sussie Morrish and Anisur Rahman Faroque. Professors Morrish and Faroque propose an integrative research model of internationalization. The paper suggests a unifying framework for international entrepreneurial research. More importantly, the article provides interesting groundwork for further theoretical advancements in international entrepreneurial research.

The third article is a referred article by Vincent Pascal and Sohyoun Shin. This study seeks to determine whether there are marketing related factors through which entrepreneurial orientation might influence SME performance. The study suggests that entrepreneurial orientation has both a direct and indirect effect (through marketing capability) on SME performance. The paper also suggests directions for future research.

The fourth article is a referred article by Professors Francisco Conejo, Madhavan Parthasarathy from the Business School at the University of Colorado Denver and Professor Ben Wooliscroft at the University of Otago in New Zealand. The paper examines one of the “Big Five” personality dimensions of entrepreneurship; conscientiousness. The authors suggest that the relationships between the facets of conscientiousness and entrepreneurial behavior are not well understood. The study, through an in depth review of the literature, examines these facets and their linkages to entrepreneurial behaviors.

In a new feature for the journal, JIMS co-editor-in-chief Larry Cunningham conducted an in depth interview with a well-known Colorado entrepreneur, Jake Jabs. The interview covered a wide range of topics primarily focused on Jake’s views of the international aspects of his business and his perspectives on entrepreneurs in general. We hope to feature more interviews in coming issues.

Our new book editor, Francisco Conejo combed the book shelves looking for meaningful practitioner and academic books for review purposes. Professor Conejo selected one new and important work for review in this issue and more for review in coming issues.

We would also like to thank our two organizations who provided support and assistance for this issue of the journal. The Jake Jabs Center at the Business School at the University of Colorado Denver felt that the topic of international entrepreneurial marketing constituted a potential “hole” in the academic and practitioner literature in the field of entrepreneurship. Therefore, they made a decision to support this effort. The Center for International Business Education and Research in the Business School at the University of Colorado Denver also provided support to address the international marketing aspects of entrepreneurship because of the Center’s continuing interest in this field.

The Editors also wish to thank two other organizations for their continuing support. The interim Dean Gary Kochenberger and Associate Dean Cliff Young at the Business School of the University of Colorado Denver have provided resources to support the journal processes. The journal has also received support from the School of

Business at Howard University. Dean Barron H. Harvey of the School of Business at Howard underwrote the cost of the production of the second 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. We would like to thank Dr. Kamal Agarwal of MTMI for his constant support in the publishing process. He has proved an important supporter and ally.

We recognize that 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 team and board who have made many contributions and sacrifices to refine our product.

The editors wish to particularly thank Nancy A. Reed, Vice President Marketing, Green Leaf Solutions, for her outstanding efforts as the Assistant Editor of the journal.

The editors would also like to thank you Francisco Conejo, Instructor of Marketing at the Business School at University of Colorado Denver who recently joined us as the book editor. We appreciate the efforts that Francisco has made to develop a new and valued feature for the journal.

We hope our readers enjoy this issue of the journal. We look forward to developing new issues which we are both timely and useful to our readership.

Lawrence F. Cunningham  
Pravat Choudhury  
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