

Dafnis Coudounaris
Marketing, Helsinki



Employment

Affiliated Researcher

Marketing, Helsinki
Hanken School of Economics
Helsinki, Finland
01.08.2025 → 31.07.2026

Research outputs

'Big-5' personality traits and revisit intentions: The mediating effect of memorable tourism experiences

Coudounaris, D. N., Björk, P., Marinova, S. T., Jafarguliyev, F., Kvasova, O., Sthapit, E., Varblane, U. & Talias, M. A., 15.06.2025, In: Journal of Tourism, Heritage and Services Marketing. 11, 1, p. 46-60

6th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour, and Tourism Conference 2025: Annual Conference Proceedings (e-book)

Coudounaris, D., 2025, Nicosia: Cyprus Library. 66 p.

Editorial Vol. 6 No. 4 of IJEXPORTM

Coudounaris, D. & Björk, P., 30.12.2024, In: International Journal of Export Marketing. 6, 4, p. 373-375 3 p.

Editorial of Vol. 6 No. 3 of IJEXPORTM

Coudounaris, D. & Björk, P., 04.11.2024, In: International Journal of Export Marketing. 6, 3, p. 253-254 2 p.

Editorial of Vol. 6 No. 2 of IJEXPORTM

Coudounaris, D. & Björk, P., 26.04.2024, In: International Journal of Export Marketing. 6, 2, p. 117-119 3 p.

Customer-based Brand Equity Drivers: A Leading Brand of Beer in Estonia

Coudounaris, D., Björk, P., Mets, T., Asadli, R. & Bujac, A. I., 22.03.2024, In: Administrative Sciences. 14, 4, p. 61 40 p., 61.

The role of the entrepreneurial competencies of Finnish micro-enterprises for innovation performance: A case study approach

Coudounaris, D., Björk, P., Mets, T., Sthapit, E. & Akinyemi, O. A., 04.01.2024, In: International Journal of Entrepreneurship. 28, S2, p. 1-31 006.

Editorial of Vol. 6 No. 1 of IJEXPORTM

Coudounaris, D. & Marinova, S., 23.10.2023, In: International Journal of Export Marketing. 6, 1, p. 1-3

Export performance and international resources and capabilities: A quantitative study on born globals

Coudounaris, D. & Björk, P., 23.10.2023, In: Review of International Business and Strategy. 34, 2, p. 264-291 27 p.

Predictors of digital piracy behaviour among British lecturers/senior lecturers and postgraduate students: a mixed-method approach

Coudounaris, D. & Christofi, A.-M., 20.04.2023, In: International Journal of Export Marketing. 5, 3-4, p. 402-437 36 p.

Inward FDI in Estonia: motivational and obstacles/inhibiting factors associated with the MNC's subsidiary export performance

Coudounaris, D. & Varblane, U., 11.04.2023, In: International Journal of Globalisation and Small Business. 13, 3, p. 315-346 32 p.

A future research agenda on export marketing and international marketing themes: A Delphi approach

Coudounaris, D., 26.01.2023, In: International Journal of Export Marketing. 5, 2, p. 229-260 32 p.

5th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2023: Annual Conference Proceedings (ebook)

Coudounaris, D., 2023, Nicosia: Cyprus Library. 46 p.

Editorial Vol. 5 No.2 of IJEXPORTM Special Issue (PART I) in Memory of Professor Jorma Larimo 1954-2022

Coudounaris, D., 21.11.2022, In: International Journal of Export Marketing. 5, 2, p. 137-140

How effectuation, causation and bricolage influence the international performance of firms via internationalisation strategy: A literature review

Coudounaris, D. N. & Arvidsson, H. G. S., 13.04.2022, In: Review of International Business and Strategy. 32, 2, p. 149-203 55 p.

4th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2022: Annual Conference Proceedings: 5th-6th November

Coudounaris, D. (Editor), 2022, Nicosia: Cyprus Library. 38 p.

Editorial of Vol. 5 Nos. 3 & 4 of IJEXPORTM Special Issue (Part 2) in Memory of Professor Jorma Larimo (1954-2022)

Coudounaris, D., 2022, In: International Journal of Export Marketing. 5, 3 & 4, p. 261-264 4 p.

Editorial Vol. 5 No. 1 of IJEXPORTM

Coudounaris, D. N. & Trifonova Marinova, S., 2022, In: International Journal of Export Marketing. 5, 1

Editorial Vol. 4 No. 4 of IJEXPORTM

Coudounaris, D. N. & Marinova, S. T., 31.12.2021, In: International Journal of Export Marketing. 4, 4, p. 325-327

Editorial Vol. 4 No. 3 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 08.10.2021, In: International Journal of Export Marketing. 4, 3, p. 205-207

Relationships between the Big-5 Model and Effectuation versus Causation Logics of Entrepreneurs in New Ventures: The Estonian IT Sector

Coudounaris, D. N. & Arvidsson, H. G. S., 23.09.2021, In: Administrative Sciences. 11, 4, 25 p., 106.

How successful is the factory approach model: Quantity versus quality in international marketing publications?

Coudounaris, D. N., 24.05.2021, In: Academy of Strategic Management Journal. 20, 4, p. 1-12 12 p.

The internationalisation process of UK SMEs: exporting and non-exporting behaviours based on a four forces behavioural model

Coudounaris, D. N., 15.05.2021, In: Review of International Business and Strategy. 31, 2, p. 217-256 40 p.

Editorial Vol. 4 No. 2 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 10.05.2021, In: International Journal of Export Marketing. 4, 2, p. 89-91

Editorial Vol. 4 No. 1 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 23.03.2021, In: International Journal of Export Marketing. 4, 1, p. 325-327

3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021: Annual Conference Proceedings – Book of Abstracts

Coudounaris, D. N. (Editor), 2021, Limassol: Cyprus Library. 37 p.

3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021: Annual Conference Proceedings – Book of Abstracts

Coudounaris, D., 2021, Nicosia: Cyprus Library. 37 p.

Foreign operation entry mode of wholly-owned subsidiary as the choice of Finnish hard-service firms in Spain: A grounded theory approach

Coudounaris, D. N. & Valtonen, A., 2021, In: International Journal of Globalisation and Small Business. 12, 4, p. 341-368 28 p.

Human resource management for Ghanaian nurses: Job satisfaction versus turnover intentions

Coudounaris, D. N., Akuffo, I. N. & Nkulenu, A. O., 09.2020, In: Sustainability. 12, 17, 7117.

Editorial Vol. 3 No. 4 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.08.2020, In: International Journal of Export Marketing. 3, 4, p. 287-289

Editorial Vol. 3 No. 3 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.04.2020, In: International Journal of Export Marketing. 3, 3, p. 171-173

Three decades of subsidiary exits: Parent firm financial performance and moderators

Coudounaris, D. N., Orero-Blat, M. & Rodríguez-García, M., 03.2020, In: Journal of Business Research. 110, p. 408-422 15 p.

2nd Nordic International Business, Export Marketing and Tourism Conference 2020: Bi-annual Conference Proceedings – Book of Abstracts

Coudounaris, D. N. (Editor), 2020, Aalborg: Aalborg Universitet. 45 p.

Corrigendum to “Three decades of subsidiary exits: Parent firm financial performance and moderators” [J. Bus. Res. 110 (2020) 408–422]

Coudounaris, D. N., Orero-Blat, M. & Rodríguez-García, M., 2020, In: Journal of Business Research. 114, 312, p. 312-312 1 p.

Editorial Vol. 3 No. 2 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.09.2019, In: International Journal of Export Marketing. 3, 2, p. 77-78

Editorial Vol. 3 No. 1 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.06.2019, In: International Journal of Export Marketing. 3, 1

Pitfalls in writing a good paper in international business and export marketing: The case of International Journal of Export Marketing

Coudounaris, D. N., 2019, In: International Journal of Export Marketing. 3, 2, p. 146-169 24 p.

Typologies of internationalisation pathways of SMEs: What is new?

Coudounaris, D. N., 16.11.2018, In: Review of International Business and Strategy. 28, 3-4, p. 286-316 31 p.

Editorial Vol. 2 No. 2 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.09.2018, In: International Journal of Export Marketing. 2, 2, p. 87-89

Mediation of product design and moderating effects of reference groups in the context of country-of-origin effect of a luxury brand

Coudounaris, D. N., 04.06.2018, In: Review of International Business and Strategy. 28, 2, p. 169-205 37 p.

Editorial Vol. 2 No. 1 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.04.2018, In: International Journal of Export Marketing. 2, 1, p. 1-3

Editorial Vol. 2 No. 3 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 2018, In: International Journal of Export Marketing. 2, 3, p. 155-157

Editorial Vol. 2 No. 4 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 2018, In: International Journal of Export Marketing. 2, 4, p. 249-251

Export promotion programmes for assisting SMEs

Coudounaris, D. N., 2018, In: Review of International Business and Strategy. 28, 1, p. 77-110

Inaugural Nordic International Business & Export Marketing Conference 2018 and Doctoral Colloquium: Annual Conference Proceedings – Book of Abstracts

Coudounaris, D. N. (Editor), 2018, Tartu. 44 p.

Antecedents of memorable tourism experience related to behavioral intentions

Coudounaris, D. N. & Sthapit, E., 11.2017, In: Psychology and Marketing. 34, 12, p. 1084-1093 10 p.

Editorial Vol. 1 No. 3 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.07.2017, In: International Journal of Export Marketing. 1, 3, p. 215-217

A Meta-analysis on Subsidiary Exit

Coudounaris, D. N., 07.01.2017, *Creating Marketing Magic and Innovative Future Marketing Trends: Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference*. Stieler, M. (ed.). Springer, p. 837-860 24 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Editorial Vol. 1 No. 4 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 2017, In: International Journal of Export Marketing. 1, 4, p. 325-328

Editorial Vol. 1 No. 2 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S. J., 15.12.2016, In: International Journal of Export Marketing. 1, 2, p. 115-116

Moderating factors and effects: Different perceptions of university researchers in Sweden

Coudounaris, D. N., 08.07.2016, In: Journal of Promotion Management. 22, 4, p. 556-572 17 p.

Editorial Vol. 1 No. 1 of IJEXPORTM

Coudounaris, D. N. & Paliwoda, S., 15.06.2016, In: International Journal of Export Marketing. 1, 1, p. 1-3

Drivers and Outcomes of an Eco-Friendly Tourism Attitude and Behavior

Coudounaris, D. N., Leonidou, L. C., Kvasova, O. & Christodoulides, P., 2016, *Thriving in a New World Economy: Proceedings of the 2012 World Marketing Congress/Cultural Perspectives in Marketing Conference*. Plangger, K. (ed.). Reprint from Original edition ed. Cham: Springer, p. 215-223 9 p. (Developments in Marketing Science : Proceedings of the Academy of Marketing).

An attitudinal factorial model explaining the export attitudes of managerial staff

Coudounaris, D. N., 2012, In: The Journal of Current Research in Global Business. 15, 23, p. 76-100 15 p.

Effective targeting of national export promotion programmes for SMEs

Coudounaris, D. N., 2012, In: International Journal of Globalisation and Small Business. 4, 3-4, p. 242-283 42 p.

Influences of managerial drivers on export sales units' performance of small and medium-size enterprises

Coudounaris, D. N., 2011, In: Journal of Global Marketing. 24, 4, p. 324-344 21 p.

Fifteen good years: An analysis of publications in management international review

Coudounaris, D., Kvasova, O., Leonidou, L. C., Pitt, L. F. & Nel, D., 2009, In: Management International Review. 49, 5, p. 671-684 14 p.