

Dafnis Coudounaris  
Marknadsföring, Helsingfors



## Anställning

### Associerad forskare

Marknadsföring, Helsingfors  
Hanken Svenska handelshögskolan  
Helsinki, Finland  
01.08.2024 → 31.07.2025

## Forskningsoutput

### Editorial of Vol. 6 No. 3 of IJEXPORTM

Coudounaris, D. & Björk, P., 04.11.2024, I: International Journal of Export Marketing. 6, 3

### Editorial of Vol. 6 No. 2 of IJEXPORTM

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

### Antecedents of memorable heritage tourism experiences: an application of stimuli-organism-response theory

Sthapit, E., Garrod, B., Coudounaris, D., Seyfi, S., Cifci, I. & Vo-Than, T., 17.04.2024, I: International Journal of Tourism Cities. 19 s.

### 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, I: Administrative Sciences. 14, 4, s. 61 40 s., 61.

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

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

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

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

### Antecedents and outcomes of memorable wildlife tourism experiences

Sthapit, E., Garrod, B., Coudounaris, D., Björk, P., Erull, E. & Song, H., 18.10.2023, I: Journal of Ecotourism.

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

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

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**Antecedents and outcomes of memorable volunteer tourism experiences**

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

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**Towards a better understanding of memorable wellness tourism experience**

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**Memorable Halal tourism experience and its effects on place attachment**

Sthapit, E., Björk, P., Coudounaris, D. N. & Barreto, J. J., 18.10.2022, I: International Journal of Hospitality & Tourism Administration.

**Memorable nature-based tourism experience, place attachment and tourists' environmentally responsible behaviour**

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

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**Antecedents and outcomes of memorable halal food experiences of non-Muslim tourists**

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

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

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

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

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**Determinants of the continuance intention of Airbnb users: Consumption values, co-creation, information overload and satisfaction**

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