

### From the Editor

The *Journal of Small Business Strategy* is pleased to present to you another collection of high-quality research articles in the area of small business, entrepreneurship, and family business. In this issue we present five articles that cover various aspects of strategy that relate to these distinct firm types.

The first contribution by Kilenthong, Hultman and Hills, "Entrepreneurial orientation as the determinant of entrepreneurial marketing behaviors," examines how the entrepreneurial orientation of a firm drives the entrepreneurial marketing behaviors of the firm. Through empirical analysis, the authors determine that innovativeness is the leading essence of entrepreneurial marketing behavior.

In their article, "Customer-firm interaction and the small firm: Exploring individual firm, and environmental level antecedents," Srivatava and BarNir examine how customer-firm interaction is used in a strategic approach to support market position.

Collins, Worthington, and Schoen take a look at retirement well-being expectations in their article, "Family business CEO succession: Examining Personal retirement expectations." Their study of 256 family firms show a strong connection between retirement well-being expectations and firm performance.

We revisit entrepreneurial orientation once again in Pett and Wolff's "Entrepreneurial orientation and learning in high and low performing SMEs." Their paper, drawing from a sample of manufacturing SMEs, supports the idea that small and medium sized firms with high levels of entrepreneurial orientation are able to capitalize on opportunities that yield higher levels of performance for the firm.

We conclude this issue with another article focusing on the strategy of a firm for SMEs through the lens of internationalization. Bose's article, "Critical success factors of SME internationalization" contributes towards the development of a model for a successful internationalization framework through a review of the literature in this area.

We do hope that you enjoy this issue. As always, the future and success of the *Journal of Small Business Strategy* lies with you and your research in the areas of small business, entrepreneurship and family business. Please continue to consider JSBS as an outlet for your high quality submissions.

I hope to hear from you in the near future.

William C. McDowell,

Editor-in-Chief