

The editors are delighted to welcome readers to Issue 1 (Volume 13) of the *Journal of Trade Science*. In the first issue of 2025, we are able to publish four empirical articles concerned with diverse aspects of the business and trade fields.

The first article is co-authored by Ioannis Christodoulou, Satrio Utomo Putranto, Moustafa Haj Youssef, Aspasia Simillidou and Jana Chovancová. Their interest is in scaling and client networking in small and medium-sized enterprises (SMEs). In particular, they adopt a case study approach employing qualitative methods to understand the strategies used by SMEs when expanding and sustaining their client networks. Their findings encourage SMEs to focus on demand-driven scaling and strategic client acquisition by leveraging personal networks and exhibiting adaptability in response to market trends. In addition, adopting consumer-centric approaches and implementing CRM principles are essential to fostering sustained client relationships and profitability. Their article contributes significantly to the theoretical and practical discussion on scaling strategies and client networking.

The second contribution is provided by Bao Ngoc Le, Hoang Viet Nguyen and Dung Minh Nguyen. Emphasizing the importance of reducing energy consumption and ongoing consumer commitment to green products for future sustainability, they explore the key factors that affect consumer loyalty toward energy-efficient appliances. Using data from 423 participants and structural equation modeling, they find that price, emotional and environmental values enhance consumer satisfaction, which in turn fosters customer loyalty dimensions. Notably, the impact of these value attributes on consumer satisfaction varies across large and small appliances. Furthermore, importance-performance analysis shows that functional value and environmental value are the most essential but underperforming value dimensions. Besides, necessary condition analysis highlights that social value is a necessary condition for consumer satisfaction. Their article makes an essential contribution by shedding light on the mechanisms and boundary conditions through which consumer perceived value affects consumer loyalty dimensions.

Continuing with the sustainability theme, the third article, contributed by Dinh Anh Phan and Thi Le Hoa Vo, explains the interplay between green marketing, sales mode selection and green product investment (GPI) uncertainty in an e-commerce supply chain context. Their findings reveal that high GPI uncertainty drives B2C marketplaces to implement green marketing strategies, which can boost profits for the parties involved. Interestingly, the benefits of green marketing are dependent on the selection of agency or reselling modes. Their article provides theoretical and practical implications for optimizing sales mode selection and marketing efforts for B2C marketplaces under green product investment uncertainty.

The final article in this issue is authored by Olayinka Idowu Kareem. Given that the inadequate quality infrastructure has created continuous export challenges for developing countries, especially those in Africa, the author investigates the impact of export-facilitating quality infrastructure on Africa's exports. Based on an augmented gravity model, the findings indicate that telecommunication infrastructure and the logistics performance index foster both export extensity and intensity, while internet infrastructure usage propels only the probability



of export. This article also suggests that extensive quality infrastructure is needed to facilitate and intensify exports for sustainable development in Africa.

As always, the editors hope that there will be ideas and insights in this issue that appeal to readers. We sincerely thank the authors, reviewers and editorial board members for their invaluable contributions. We wish you all a happy, productive and prosperous year ahead!

Van Son Dinh and Ninh Nguyen