



## Innovation and Internationalization in Wine Sector

Guest Editor:

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Deadline for manuscript  
submissions:

**closed (31 July 2023)**

### Message from the Guest Editor

Dear Colleagues,

As a growing number of wineries increase their involvement in cross-border operations, the impact of internationalization on survival and innovation performance has generated significant interest and controversy among researchers. The involvement of wineries in export processes to transfer their goods and services across national boundaries has been broadly considered as an indicator of their overall competitiveness. As a consequence, wineries that dedicate part of their effort to selling abroad need to intensify the search for their source of competitive advantage in both national and international markets. An example is ecological viticulture.

This Special Issue is designed to contribute to the debate by analyzing the internationalization process among small and medium-sized wineries.

