

# Identifying Influential Factors in a Comprehensive Strategic Marketing Model Based on Economic Diplomacy with a Grounded Theory Approach

Ahmad. Nikbakht<sup>1</sup>, Ali. Pirzad<sup>2\*</sup>, Seyed Najmeddin. Mousavi<sup>3</sup>

<sup>1</sup> PhD Student of Business Administration, Yasouj Branch, Islamic Azad University, Yasouj, Iran

<sup>2</sup> Assistant Professor, Department of Management, Yasouj Branch, Islamic Azad University, Yasouj, Iran

<sup>3</sup> Professor, Department of Management and Economics, Lorestan University, Lorestan Branch, Lorestan, Iran

\* Corresponding author email address: Alipirzad65@yahoo.com

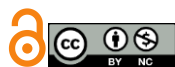
## Article Info

### Article type:

Original Research

### How to cite this article:

Nikbakht, A., Pirzad, A., & Mousavi, S. N. (2024). Identifying Influential Factors in a Comprehensive Strategic Marketing Model Based on Economic Diplomacy with a Grounded Theory Approach. *International Journal of Innovation Management and Organizational Behavior*, 4(1), 224-233. <https://doi.org/10.61838/kman.ijimob.4.1.27>



© 2024 the authors. Published by KMAN Publication Inc. (KMANPUB), Ontario, Canada. This is an open access article under the terms of the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License.

## ABSTRACT

**Objective:** The aim of this research is to identify influential factors in a comprehensive strategic marketing model based on economic diplomacy using a grounded theory approach.

**Methodology:** In this study, a comprehensive strategic marketing model was developed using qualitative methods and analyzing data collected from in-depth interviews with experts and specialists in the fields of marketing and economic diplomacy.

**Findings:** The research findings indicate that key factors including government policies, international relations, commercial infrastructure, technical and scientific capabilities, organizational culture, and knowledge management play crucial roles in the success of marketing strategies based on economic diplomacy. Additionally, the ability to create and maintain effective communication networks with other countries, the use of modern technologies, and innovation in products and services were identified as facilitating and strengthening factors for international marketing.

**Conclusion:** Based on the findings of this research, a comprehensive strategic marketing model based on economic diplomacy is presented, which can be used as a framework for developing and implementing marketing strategies at the international level. This model, with an emphasis on the role of economic diplomacy and attention to the identified key factors, can help improve marketing performance and enhance the competitiveness of countries in the global market. This research, by presenting a theoretical model based on grounded theory, adds to the existing knowledge in the field of international marketing and economic diplomacy and proposes practical solutions for improving marketing strategies in this area.

**Keywords:** *Economic Diplomacy, Marketing Strategy, Comprehensive Model, International Economic Cooperation, Grounded Theory*

## 1 Introduction

Economic diplomacy, as a strategic approach, plays a crucial role in the development and strengthening of international relations, trade, and economic development. This concept refers to the use of diplomatic tools to achieve economic objectives. The importance of economic diplomacy lies in the fact that, given global transformations and economic changes, international relations have increasingly shifted towards a balance between politics and economics. In this context, economic diplomacy can be utilized as a tool to facilitate trade negotiations, technology exchange, foreign investment, and the strengthening of economic cooperation between countries (Adkhamjonovich, 2022).

The international developments following the end of the Cold War have placed policymakers and foreign policy decision-makers in a turbulent and complex environment. These rapid and global changes, generally recognized within the framework of globalization and various currents, have rendered traditional diplomacy ineffective in advancing goals and securing national interests (Madu & Kurniawati, 2021; Margiansyah, 2020). In such an environment, economic diplomacy emerges as a modern tool of foreign policy and a component of fluid diplomacy, complementing traditional diplomacy (Azizah & Dwiyantri, 2021; Qobo, 2010). Unlike the Cold War era, where political diplomacy was of primary importance, today economic diplomacy has gained prominence and significance (Beldiman, 2016). Essentially, the concept of economic diplomacy has been introduced in the post-Cold War era and the expansion of globalization processes (Lilien et al., 2022; Lutta, 2017).

Various definitions have been provided for economic diplomacy. According to some definitions, economic diplomacy involves the management of foreign economic relations, including domestic decision-making and external negotiations and their reciprocal effects. Some also consider it the art of linking foreign policy with domestic economy (Azizah & Dwiyantri, 2021). From this perspective, economic diplomacy means employing foreign policy to achieve domestic economic goals, guided by the government or non-governmental entities. In another view, economic diplomacy is a tool for extending economic byproducts, through which political power is enhanced.

Most economists view economic diplomacy as official diplomatic actions focused on increasing exports, attracting foreign investment, and participating in international economic organizations. In other words, it includes activities

that affirm a country's economic interests at the international level. This type of diplomacy, which is generally part of a country's foreign policy and international actions, is closely linked with other aspects of diplomatic actions (political and public) (Boan, 2022). The distinction between traditional political diplomacy and economic diplomacy is sometimes difficult to discern. Moreover, in economically powerful countries like Australia, Canada, and Belgium, the ministries of foreign affairs and trade have merged, emphasizing the convergence of their missions and the blurring of the boundaries between these two types of diplomacy (Lutta, 2017).

On the other hand, strategic marketing encompasses long-term marketing activities with a focus on the marketing environment, which has long-term effects on the company and its future (Qais, 2021). Strategic marketing involves attention to competitors, identifying the most suitable market segments, and how to turn them into profitable segments (Jocumsen, 2004). The refined concept of strategic marketing can be called value marketing, which focuses on customer satisfaction by creating value for customers and brand value (Cohen & Rodgers, 2020; Emami et al., 2022). Paying attention to strategic marketing is inevitable for success in competitive markets. Success in marketing depends on developing capabilities such as recognizing the value perceived by customers, creating identified value, and delivering it to customers (Ghasemi & masoumi, 2021; Kuo et al., 2017; Li et al., 2021).

Since marketing models are used for the development and implementation of marketing and advertising programs, the goal of this research is to identify and comprehensively analyze the factors influencing the development of a strategic marketing model based on economic diplomacy. These objectives include identifying causal, contextual, and intervening factors that affect this model. Additionally, the research examines the outcomes of identifying this model and the effective strategies on it. Finally, the research aims to identify the central phenomenon that plays a key role in the comprehensive strategic marketing model based on economic diplomacy, to provide a complete and practical framework for enhancing international marketing performance.

## 2 Methods and Materials

In this research, initially, after conducting interviews with experts, the influencing factors on the research were categorized using the grounded theory technique. Grounded

theory is a qualitative research method focused on theory induction from collected data. This approach allows researchers to extract main categories and concepts through systematic data analysis. Thus, a set of key factors influencing the research process was identified and categorized.

Then, these factors were structured using the MICMAC technique for cross-impact analysis. MICMAC (Matrix of Cross-Impact Multiplications Applied to Classification) is a powerful analytical tool used to better understand the relationships between different factors in a complex system. This technique shows how each factor can influence or be influenced by other factors. It allows for a more precise examination of the relationships and connections between factors and assesses their impact on one another.

In the next stage, factors with high influence and susceptibility were selected, and future research was conducted for those variables. Future research involves examining trends, events, and future developments in a specific field.

Analyzing findings and conducting future research on key factors is a crucial step towards ensuring the quality, sustainability, and success of the research. This process helps researchers gain a deeper understanding of the complexities in the studied field and design appropriate strategies to overcome challenges and capitalize on opportunities.

### 3 Findings and Results

**Table 1**

*Direct Relationship Matrix Characteristics*

Index	Value
Matrix Size	17
Number of Iterations	4
Number of Zero Values	122
Number of One Values	96
Number of Two Values	47
Number of Three Values	24
Number of P Values	0
Total	167
Table Density Percentage	57.78%

Based on the result, the influence and dependency of each concept can be seen in [Table 2](#).

In this research, 13 male and 4 female experts participated. Among them, 6 experts had over 15 years of experience, 4 had between 10 to 15 years, and 7 had between 5 to 10 years of experience in this field. In total, 13 experts held a doctoral degree, and 4 experts held a master's degree. Among the managers, 8 held senior management positions, and 9 held positions in middle management.

After summarizing the experts' opinions on the concepts obtained in the research, the type and nature of the relationships between factors were examined using a 17\*17 pairwise comparison questionnaire. In this questionnaire, the impact of one concept on another was questioned. If the relationship between concepts was rated zero, it indicated no relationship between the concepts. If rated one, it indicated a weak relationship, two indicated a strong relationship, three indicated a very strong relationship, and P indicated a potential relationship between the concepts. By collecting data from experts, the mode was taken for each relationship between two strategies and entered into the MICMAC software. After collecting data from experts and entering it into the software, 167 relationships were identified as explicable by the experts. Among the identified relationships, 96 were rated one, 47 were rated two, and 24 were rated three. Therefore, the matrix's density in this research was approximately 57.78%. The density number in this matrix only indicates the number of significant relationships in the matrix and does not imply anything else. According to the experts, most relationships in this section had a value of one.

**Table 2***Influence and Dependency of Factors*

Row	Concept	Influence	Dependency
1	Environmental Analysis	17	21
2	Marketing and Commercial Strategies	20	15
3	Economic and Financial Management	25	16
4	Technology and Industry Development	21	14
5	Trade and Export Management	17	13
6	Internal Factors	20	21
7	External Factors	14	11
8	Production Issues and Product Quality	21	13
9	Political Environment and Regulations	15	14
10	Culture and Religion	14	14
11	International Relations and Diplomacy	12	11
12	Technology and Industrial Changes	23	16
13	Economic Growth and Global Markets	14	14
14	International Interactions and Influence Enhancement	5	16
15	Improving Production Environment and Ecology	9	17
16	International Interactions and Multilateral Cooperation	6	23
17	Economic Development and Transformation	9	13
Total	262	262	

If [Table 2](#) is raised to the fourth power, the direct relationship matrix will stabilize in identifying direct and indirect relationships. After four iterations, the final table numbers stabilize, and indirect relationships are identified.

In [Table 3](#), the influence and dependency of concepts, considering indirect relationships, are examined. Direct relationships are also used in [Table 3](#).

**Table 3***Influence and Dependency of Concepts Considering Indirect Relationships*

Row	Concept	Influence	Dependency
1	Environmental Analysis	907,697	1,210,476
2	Marketing and Commercial Strategies	1,018,281	868,729
3	Economic and Financial Management	1,318,544	853,118
4	Technology and Industry Development	1,270,185	760,733
5	Trade and Export Management	843,074	773,211
6	Internal Factors	1,135,455	1,116,239
7	External Factors	676,751	642,806
8	Production Issues and Product Quality	1,128,737	721,752
9	Political Environment and Regulations	851,475	755,018
10	Culture and Religion	743,979	784,265
11	International Relations and Diplomacy	722,997	600,786
12	Technology and Industrial Changes	1,245,470	820,842
13	Economic Growth and Global Markets	907,970	749,294
14	International Interactions and Influence Enhancement	279,264	861,050
15	Improving Production Environment and Ecology	517,956	930,938
16	International Interactions and Multilateral Cooperation	321,739	1,220,454
17	Economic Development and Transformation	502,851	722,624

Based on [Table 4](#), 90 possible options for factors influencing marketing strategies based on economic diplomacy have been examined and analyzed within 37 general factors and 12 general concepts. In this table, options were aggregated from the experts' viewpoints.

Using cross-impact analysis of the relationships between concepts, a MICMAC relationship diagram was designed. The MICMAC method is a powerful analytical technique used to better understand the relationships between different factors in a complex system. Researchers create a matrix to determine each factor's influence and dependency relative to

other factors. This helps them precisely identify direct and indirect relationships between concepts and prioritize them appropriately. Concepts with weak relationships were excluded from further research. This step helps researchers focus on key and influential factors, avoiding the waste of

resources and time on less important factors. By eliminating weakly related concepts, researchers can concentrate more on the main and influential factors, achieving more accurate and reliable results.

**Table 4**

*Key Concepts and Possible Future States*

Symbol	Concept	Factors (Codes)	Options
O1	Environmental Analysis	Identifying Strengths	Strength identification improves. Strength identification remains unchanged.
		Identifying Weaknesses	Weakness identification improves. Weakness identification remains unchanged.
		Identifying Customers Abroad	Recognition of foreign customers improves. Recognition of foreign customers remains unchanged. Recognition of foreign customers worsens.
		Identifying National Capabilities	Identification of national capabilities improves. Identification of national capabilities remains unchanged. Identification of national capabilities worsens.
O2	Marketing and Commercial Strategies	Recognition by Foreigners of Iranian Products	Recognition of Iran improves. Recognition of Iran remains unchanged.
		Identifying Threats	Threat identification improves. Threat identification does not improve.
		Identifying Opportunities	Opportunity identification improves. Opportunity identification does not improve.
O3	Economic and Financial Management	Better Representation of the Country	Better representation of the country is achieved. Representation of the country remains unchanged.
		Constant Changes in Sanctions	Sanctions are lifted. Sanctions remain unchanged. Sanctions intensify.
		Exchange Rate Changes	Dollar price decreases. Dollar price remains unchanged. Dollar price increases.
O4	Technology and Industry Development	Proper National Revenue Generation	National revenue generation improves. National revenue generation remains unchanged. National revenue generation worsens.
		Predicting Technological Needs	Proper prediction of technological needs is achieved. Proper prediction of technological needs is not achieved.
		Identifying Necessary Tools	Necessary tools for economic diplomacy are identified. Necessary tools for economic diplomacy are not identified.
O5	Trade and Export Management	Understanding Future Market Changes	Future market changes are identified. Future market changes are not identified.
		Identifying Exporters' Performance Metrics	Performance metrics for exporters improve. Performance metrics for exporters remain unchanged. Performance metrics for exporters worsen.
		Identifying Government Procurement Processes	Information on government procurement is obtained. Information on government procurement is not obtained.
O6	Internal Factors	Inflation	Inflation improves. Inflation remains unchanged. Inflation worsens.
		Low GDP	GDP improves.

			GDP remains unchanged.
			GDP worsens.
		High Taxes for Industrial Owners	Tax procedures and concepts improve.
			Tax procedures and concepts remain unchanged.
			Tax procedures and concepts worsen.
		Lack of Economic Stability	Economic stability improves.
			Economic stability worsens.
		Misaligned National Economic Plans	National economic plans align.
			National economic plans remain unchanged.
			National economic plans do not align.
O8	Production Issues and Product Quality	Raw Product Exports	Raw product exports are controlled.
			Raw product exports remain unchanged.
			Raw product exports worsen.
		Non-compliance with Global Standards	Compliance with global standards improves.
			Compliance with global standards remains unchanged.
O9	Political Environment and Regulations	History of Iran's Trade	Understanding of Iran's trade history improves.
			Understanding of Iran's trade history remains unchanged.
		Government Regulations	Government regulations become more transparent.
			Government regulations remain unchanged.
O12	Technology and Industrial Changes	Technological Adaptation	Use of technological changes improves.
			Use of technological changes remains unchanged.
			Technological changes are not utilized.
		Understanding Trade Conditions	Understanding of trade conditions improves.
			Understanding of trade conditions remains unchanged.
		Shared Cultural Relations	Shared cultural relations between countries improve.
			Shared cultural relations remain unchanged.
O13	Economic Growth and Global Markets	Economic Stability	Economic stability improves.
			Economic stability remains unchanged.
O15	Improving Production Environment and Ecology	Diversifying Export Product Portfolio	Diversification of the export product portfolio improves.
			Diversification of the export product portfolio remains unchanged.
			Diversification of the export product portfolio worsens.
		Updating Domestic Industries	Domestic industries are updated.
			Updating of domestic industries remains unchanged.
		Reducing Production Pollution	Production-related pollution decreases.
			Production-related pollution remains unchanged.
			Production-related pollution increases.
		Reducing Raw Material Consumption	Raw material consumption in industries decreases.
			Raw material consumption in industries remains unchanged.
			Raw material consumption in industries worsens.
O16	International Interactions and Multilateral Cooperation	Forming Various Support Unions	Various support unions are formed.
			Current status of various support unions remains unchanged.
		Focusing on Membership in International Organizations	Membership in international organizations increases.
			Membership in international organizations remains unchanged.
			Membership in international organizations decreases.
		Registering Cooperation Expansion Agreements	Registration of cooperation expansion agreements increases.
			Registration of cooperation expansion agreements remains unchanged.
		Financial Support for International Joint Projects	Financial support for international joint projects is provided.
			Financial support for international joint projects is not provided.

#### 4 Discussion and Conclusion

Economic diplomacy, as one of the major factors influencing and developing international trade and the economy of countries, has gained significant importance in today's economic world. Iran, with its distinct and unique history in diplomacy and state trade, can leverage this powerful tool.

Economic diplomacy involves inter-country interactions aimed at developing trade, attracting foreign investments, and achieving national economic goals. This type of diplomacy can facilitate the intensification of trade relations between countries and provide a platform for economic exchanges. These interactions can lead to entering new markets and developing trade relations with other countries.

In this research, concepts were initially identified using grounded theory in various sections. To this end, six main sections in grounded theory were used to form the final selective codes. The process model of the impact of economic diplomacy on marketing activities developed in this research demonstrates how different capacities in this field can be effectively utilized. The next step involved designing a pairwise comparison questionnaire to identify direct and indirect approaches and relationships among the 17 identified concepts. Environmental analysis, as a fundamental concept in economic diplomacy and international trade, is very important. This analysis thoroughly examines the environmental factors and conditions that can affect the interactions and decision-making of a country or a chamber of commerce. Environmental analysis includes both direct and indirect impacts. Direct impact analysis means the direct and expressible influence of environmental factors on the decision-making and economic interactions of countries and chambers of commerce. These factors include internal and external elements. Internal factors might include inflation, low GDP, high taxes for industrial owners, economic instability, and misaligned national economic plans. External factors could be international sanctions, exchange rate fluctuations, the return of domestic products to the country, currency exchange issues, loss of global market share in some items, non-compliance with global production standards, and issues with product quality, including the raw sale of many products. Direct impact analysis enables a country or chamber of commerce to directly confront these environmental factors and optimize resource management and available opportunities.

Indirect impact analysis means the influence of environmental factors on other concepts and elements of the research. This indirect impact refers to the reciprocal interactions among different concepts. In other words, environmental analysis interacts with other concepts such as marketing and commercial analysis, economic and financial management, technology and industry development, trade and export management, strategies, and outcomes.

Focusing on environmental analysis as a key concept enables a country or chamber of commerce to leverage various advantages in this field and create effective interactions in its economic and trade environment. This analysis helps balance and coordinate internal and external factors, enabling countries and chambers of commerce to exploit opportunities for foreign investment and trade development. This analysis plays a crucial role in ensuring economic interactions and decision-making, contributing to foreign trade development and international interactions. The high impact and receptiveness of environmental analysis align with the findings of prior research (Aghazadeh, 2015; Emami et al., 2022; Hu et al., 2020; Kang et al., 2021; Yaghoubi et al., 2014).

The linkage area is an essential section of the MICMAC matrix in this research. In this matrix, two key concepts, environmental analysis and internal factors, are identified as the main factors with high impact and receptiveness in strategic marketing management concerning economic diplomacy. The linkage area refers to the section of the MICMAC matrix where these two key factors interact with other concepts and have the highest level of impact and receptiveness compared to other concepts. Environmental analysis and internal factors are significant and influential on their own, but when these two factors interact concerning economic diplomacy, the linkage area is created. In this linkage area, environmental analysis identifies external opportunities and threats, while internal factors determine the internal strengths and weaknesses of the country or chamber of commerce. These reciprocal interactions between environmental analysis and internal factors play an effective role in the mutual interactions of these two key factors in strategic marketing management.

Considering the linkage area resulting from environmental analysis and internal factors, a country or chamber of commerce can use the best available external opportunities while optimizing its internal strengths and weaknesses. This not only assists in the economic and trade interactions of nations but also lays the foundation for international interactions and global economic influence.

With the established linkage area between environmental analysis and internal factors, a country or chamber of commerce can effectively enhance its marketing and commercial strategies and achieve favorable results in the competitive world of international trade and economics. These reciprocal relationships in the MICMAC matrix help manage mutual interactions and optimize the impact in the field of economic diplomacy and international trade. Thus, the linkage area is one of the most effective elements of this research, playing a key role in developing and influencing interactions among concepts.

In the dependent area, according to the research results, factors like improving the production environment and ecology, as well as international interactions and multilateral cooperation, are included. This area acts as the results and outcomes of the strategic model under study. Factors related to improving the production environment might include actions and changes aimed at improving the quality and quantity of production and services provided by a country or chamber of commerce. Factors related to the environment may involve preserving the environment and reducing the negative impacts of production and industry. On the other hand, international interactions and multilateral cooperation refer to the interactions of the country or chamber of commerce with other countries, marketing chambers, and international organizations. These interactions and cooperations can include increasing trade relations, signing trade agreements, participating in international organizations, and exchanging information and experiences with other countries and chambers. In the dependent area, the main concepts have minimal impact but act as the results and outcomes of this strategic model. These concepts are the results of various changes and actions taken to improve the production environment, ecology, international cooperation, and multilateral interactions. In other words, the factors in this area are highly receptive to other concepts, and the most effective changes in the strategic marketing model are achieved due to these concepts. This dependent area, represented by the research results, plays a fundamental role in aligning strategies with economic diplomacy, ultimately leading to optimal influence in international interactions and trade. This area focuses on the model's outcomes and helps achieve the main research goal in economic diplomacy and strategic marketing management.

In the independent area of the research, key concepts are examined and analyzed as the most fundamental factors influencing the strategic model. This area has a high impact on the model and plays a crucial role in shaping and

influencing its interactions with international relations and economic diplomacy. These key concepts are fundamental and highly significant in influencing other main concepts of the marketing model based on economic diplomacy. These concepts include marketing and commercial strategies, economic and financial management, technology and industry development, trade and export management, production issues and product quality, political environment and regulations, and technology and industrial changes. These concepts act as the main transmission and prerequisites for achieving strategies and interactions in economic diplomacy. Generally, the independent area should be prioritized, and from there, strategies and interactions should be employed to achieve commercial and economic goals.

In this research, by implementing various stages of grounded theory, we identified the causal factors influencing the comprehensive strategic marketing model based on economic diplomacy. This identification was based on a detailed and comprehensive analysis of the influential factors. Ultimately, five concepts and sixteen influential factors in causal conditions were determined, and their information is displayed in Table 6-4. This identification can assist researchers and decision-makers in enhancing and improving strategic models and decisions related to economic diplomacy. Furthermore, this identification can help in better understanding the impact of various factors in marketing models based on economic diplomacy and form a basis for creating effective changes and improvements in this field.

In this research, by implementing various stages of grounded theory, we identified the contextual factors influencing the comprehensive strategic marketing model based on economic diplomacy. This identification was based on a detailed and comprehensive analysis of the influential factors in various contexts. Ultimately, three concepts and twelve influential factors in contextual conditions were identified, and their information is provided in Table 7-4. This identification can help researchers and decision-makers better understand the contextual factors influencing the development and implementation of strategic models based on economic diplomacy. Additionally, this identification can aid in improving decision-making and formulating strategies in the field of economic diplomacy and international trade.

In this research, by implementing various stages of grounded theory, we identified the outcomes of the comprehensive strategic marketing model based on economic diplomacy and the receptive factors for these



outcomes. This identification was based on a detailed and comprehensive analysis of the receptiveness and influence of factors on each other. Ultimately, three concepts and eleven influential factors in the outcomes of the comprehensive strategic marketing model based on economic diplomacy were identified. This identification can assist in analyses and decision-making in marketing strategies and economic diplomacy, helping decision-makers and researchers better understand the receptiveness and influence of factors on outcomes.

Research on economic diplomacy in Iran can contribute to a better understanding of the strategies and challenges the country faces in developing international trade. This research can examine Iran's economic diplomatic relations with other countries, international commitments, foreign trade, and the impact of economic diplomacy on the country's international relations. The aspects that can be reviewed and evaluated in this research include:

**Strategy Analysis:** Studying and analyzing Iran's economic diplomacy strategies and programs at bilateral and multilateral levels with various countries.

**International Commitments:** Reviewing the international commitments and agreements Iran adheres to in trade and economic domains.

**Foreign Trade:** Examining the extent of Iran's foreign trade with other countries, principles, and policies of export and import.

**Impact on International Relations:** Studying the impact of Iran's economic diplomacy on the country's international relations and its position in the world.

**Challenges and Opportunities:** Identifying the challenges and opportunities in developing Iran's economic diplomacy.

By consolidating available data and conducting quantitative and qualitative analyses, this research can lead to a better understanding of the status of Iran's economic diplomacy and aid the country's international trade industry. This research can serve as a foundation for governmental and business decision-making in the realm of Iran's foreign trade and economy.

The suggestion for "Comparing International Experiences" can involve a comparative study among different countries' experiences in economic diplomacy, examining successful and unsuccessful approaches. This research can aim to compare the influential factors in developing international trade in various countries and identify positive and negative experiences in this field. Some key aspects of this research include:

**Strategy Comparison:** Studying and comparing economic diplomacy strategies in different countries and determining their effectiveness in developing international trade.

**Economic Evaluation:** Analyzing the impact of various experiences on economic and trade interactions with other countries on the national economy.

**Identifying Successes and Challenges:** Identifying successful approaches and policies in economic diplomacy and also recognizing unsuccessful experiences as lessons for other countries.

**Impact on International Relations:** Reviewing the impact of countries' experiences in economic diplomacy on international relations and their position in the world.

**Recommendations for Other Countries:** Providing suggestions and recommendations based on successful experiences in economic diplomacy to other countries.

This research can help scientists, policymakers, and businesses benefit from other countries' experiences in economic diplomacy, improving international trade and economic relations among nations.

### **Authors' Contributions**

All authors have contributed significantly to the research process and the development of the manuscript.

### **Declaration**

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

### **Transparency Statement**

Data are available for research purposes upon reasonable request to the corresponding author.

### **Acknowledgments**

We would like to express our gratitude to all individuals helped us to do the project.

### **Declaration of Interest**

The authors report no conflict of interest.

### **Funding**

According to the authors, this article has no financial support.

## Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed.

## References

- Adkhamjonovich, K. J. (2022). ECONOMIC DIPLOMACY AS A TOOL FOR ATTRACTING FOREIGN INVESTMENT IN THE MODERN SYSTEM OF INTERNATIONAL RELATIONS. *British View*, 7(2). <https://www.britishview.co.uk/index.php/bv/article/view/105>
- Aghazadeh, H. (2015). Strategic Marketing Management: Achieving Superior Business Performance through Intelligent Marketing Strategy. *Procedia - Social and Behavioral Sciences*, 207, 125-134. <https://doi.org/10.1016/j.sbspro.2015.10.161>
- Azizah, N., & Dwiyantri, A. (2021). South Korea in Reconstructing Masculinity as Brand Image of the State's Economic Diplomacy. *Sociología y tecnociencia*, 11(2), 1-22. <https://doi.org/10.24197/st.2.2021.1-22>
- Beldiman, M. (2016). *The European Union's Economic Diplomacy in the Eastern Neighbourhood: What Is Its Funding Effect Upon Small-and Medium-Sized Enterprises' Business Performance?* University of Kent (United Kingdom). <https://search.proquest.com/openview/dc639b27335b00394eaa69f90b9a0f15/1?pq-origsite=gscholar&cbl=2026366&diss=y>
- Boan, B. (2022). Nation Branding: The Case for Marketing Strategy in International Relations. [https://scholarcommons.sc.edu/senior\\_theses/532/](https://scholarcommons.sc.edu/senior_theses/532/)
- Cohen, J., & Rodgers, Y. v. d. M. (2020). Contributing factors to personal protective equipment shortages during the COVID-19 pandemic. *Preventive Medicine*, 141, 106263. <https://doi.org/10.1016/j.ypmed.2020.106263>
- Emami, K., Kheiri, B., & Momeni, M. (2022). A Model for Holistic Strategic Marketing Plan Formulation in Online Businesses. *Business Intelligence Management Studies*, 11(41), 255-292. <https://doi.org/10.22054/ims.2022.68535.2185>
- Ghasemi, M., & masoumi, m. (2021). Optimal Tobacco Marketing Strategies Using Strategic Planning Tools(Case study: rural areas of Boqmech district, Chenaran city). *Rural Development Strategies*, 7(4), 397-413. <https://doi.org/10.22048/rdsj.2021.270497.1913>
- Hu, Y., Ren, S., Wang, Y., & Chen, X. (2020). Can carbon emission trading scheme achieve energy conservation and emission reduction? Evidence from the industrial sector in China. *Energy Economics*, 85, 104590. <https://doi.org/10.1016/j.eneco.2019.104590>
- Kang, K., Lu, J., Guo, L., & Li, W. (2021). The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms. *International Journal of Information Management*, 56, 102251. <https://doi.org/10.1016/j.ijinfomgt.2020.102251>
- Kuo, C.-M., Chen, L.-C., & Tseng, C.-Y. (2017). Investigating an innovative service with hospitality robots. *International Journal of Contemporary Hospitality Management*, 29(5), 1305-1321. <https://doi.org/10.1108/IJCHM-08-2015-0414>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lilien, G., Petersen, A., & Wuyts, S. (2022). *Handbook of Business-to-Business Marketing*. Edward Elgar Publishing. <https://doi.org/10.4337/9781800376878>
- Lutta, D. (2017). *The Role of Political Diplomacy in Addressing Africa's Challenges of Regional Integration* University of Nairobi]. <http://erepository.uonbi.ac.ke/handle/11295/102315>
- Madu, L., & Kurniawati, E. (2021). Economic Diplomacy Strategies to Increase Indonesian Coffee Exports to Russia in Pandemic Times. *RSF Conference Series: Business, Management and Social Sciences*,
- Margiansyah, D. (2020). Revisiting Indonesia's economic diplomacy in the age of disruption: Towards digital economy and innovation diplomacy. *Journal of ASEAN Studies*, 8(1), 15-39. <https://www.ssoar.info/ssoar/handle/document/69620>
- Qais, U. (2021). China's Economic Diplomacy in South Asia: Emerging Dynamics and Regional Implications. *J. Pol. Stud.*, 28, 157. [https://heinonline.org/hol-cgi-bin/get\\_pdf.cgi?handle=hein.journals/jlo28&section=14](https://heinonline.org/hol-cgi-bin/get_pdf.cgi?handle=hein.journals/jlo28&section=14)
- Qobo, M. (2010). Refocusing South Africa's economic diplomacy: the 'African Agenda' and emerging powers. *South African Journal of International Affairs*, 17(1), 13-28. <https://doi.org/10.1080/10220461003763833>
- Yaghoubi, M., Agha Rahimi, Z., & Javadi, M. (2014). Strategic Analysis (SWOT) and Hospital's Strategic Position in Marketing Planning: A Case Study of A Private Hospital in the City. *Health Information Management*, 10(7), 988-996. [https://him.mui.ac.ir/article\\_11271.html](https://him.mui.ac.ir/article_11271.html)