

1**The determinants of FDI and the impact of the economic crisis on the implementation of RTAs [Texto impreso] : a static and dynamic gravity model / Bassem Kahouli, Samir Maktouf**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 528-529

Abstract: Foreign Direct Investment has become one of the major challenges for the countries who participated in international economy. It affects the host country by increasing its national income, labor productivity and employment. It also has some spillover effects, including technology transfer, new management and modern production techniques. This work develops a static and dynamic gravity model to test the determinants of FDI between 14 investment partners and 39 host countries during the period 1990– 2011 and evaluate the impact of the recent economic crisis on FDI. Our empirical estimates take into account the endogenous nature of the effects of integration and the existence of the dynamic effect.

International business review. -- 2015, v. 24, n. 3, june, p. 518-529

1. FDI 2. GMM estimators 3. Gravity model 4. RTAs

2**How do past mode choices influence subsequent entry? [Texto impreso] : a study on the boundary conditions of preferred entry modes of retail firms / Bernhard Swoboda, Stefan Elsner, Edith Olejnik**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 516-517

Abstract: This study analyzes whether the preferred entry modes, i.e., the foreign market entry modes that have been most frequently used in the past, influence a retail firm's subsequent mode choices. We discuss the limitations of this relationship by highlighting the external and internal factors that determine the effects of preferred modes on later entry decisions. To provide insight into these issues, we refer to institutional- and knowledge-based reasoning and use a data set that includes 309 market entries by the 30 leading retailers between the years 1960 and 2008. The results indicate that preferred entry modes show strong explanatory power with regard to the subsequent choice of full- and shared-control modes in entering new country markets. Although this relationship is diminished by the external institutional environment (e.g., political distance), firm-specific capabilities, e.g., international experience and internationalization speed, reinforce the use of preferred entry modes.

International business review. -- 2015, v. 24, n. 3, june, p. 506-517

1. Entry mode 2. Institutional theory 3. International retailing 4. Knowledge-based theory

3**The human aspect of cross-border acquisition outcomes [Texto impreso] : the role of management practices, employee emotions and national culture / Mariana Gunkel ... [et al.]**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 406-408

Abstract: Employee emotions have received little attention in the literature on M&A outcomes. As acquisitions are highly emotional events for the employees of the acquired organization, strong affective reactions may emerge resulting in positive or negative work-related outcomes, contributing to the success or failure of an M&A. Building upon the model proposed by Sinkovics et al. (2011) *International Business Review*, 20(1), 27–47, we examine the effects of managerial communication, managerial support, and three cultural dimensions on employee emotions, which in turn influence employee intentions and behaviors. Our study examines these relationships utilizing a cross-country sample of 158 employees in three organizations which all were acquired by the same corporation. Our findings reveal that managerial support influences the employees' emotions as well as active resistance behavior. While managerial communication did not influence the employees' emotions, it has a direct effect on the employees' passive resistance behavior. Though cultural dimensions have only a limited effect on the employees' emotions, all three proposed cultural dimensions have significant direct effects on the employees' work-related outcomes, such as turnover intention.

International business review. -- 2015, v. 24, n. 3, june, p. 394-408

1. Acquisition 2. Employee emotions 3. Cultural dimensions 4. Structural equation analysis

4**Impact of culture on marketing of health services-Elekta in Brazil [Texto impreso] / Maria Fregidou-Malama, Akmal S. Hyder**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 539-540

Abstract: We examine how culture influences the international marketing of health services. This is done by analyzing how culture affects trust, networks and standardization/adaptation and how trust develops and operates in relation to culture, networks and standardization and adaptation. Using qualitative data gathered through semi-structured interviews and researcher observations, we find that the cultural dimensions of power distance, individualism/collectivism and uncertainty avoidance have an impact on trust, network development and standardization/adaptation. This finding helps in deciding what parts of the service to standardize and what to adapt for successful services marketing. We conceptualize three interrelated levels of trust comprising country-, company- and individual trust. This multilevel trust offers an important understanding of how to manage cultural complexity in the international marketing of services. The theoretical model developed based on cultural dimensions can be useful when marketing services in other countries.

International business review. -- 2015, v. 24, n. 3, june, p. 530-540

1. Adaptation 2. Cultural dimensions 3. Network 4. Standardization 5. Trust

5**The incremental expansion of born internationals [Texto impreso]: a comparison of new and old born internationals / Martín Johanson, Oscar Martín Martín**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 494-496

Abstract: Not much is known about the characteristics of “early internationalizers” in their later life and there is scant empirical literature – and an acute need for quantitative studies – about the features of Born Internationals (BIs) after their first years of operation. In this context, we aim to describe the later life of BIs and determine whether some of the critical aspects of internationalization are visible in their post-birth features. This study contributes to the literature on internationalization by providing quantitative evidence on key post-birth characteristics of BIs. Guided by five research hypotheses, it explores changes in the BIs’ profile and tests whether or not there are differences between newer BIs and older ones in a sample of SMEs. The results support the basic cumulative dynamics proposed by the incremental school in terms of international business experience, international commitment, and level of internationalization, which implies that these factors can to some extent be viewed as driving forces in the internationalization process of BIs.

International business review. -- 2015, v. 24, n. 3, June, p. 476-496

1. Born globals 2. Born internationals (BIs) 3. International commitment 4. International experience 5. International performance 6. Internationalization

6**Is the degree of internationalization associated with the use of knowledge intensive services or with innovation? [Texto impreso] / Richard Shearmur, David Doloreux, Anika Laperrière**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 464-465

Abstract: This paper investigates the use of external business services by exporting manufacturing firms, and questions whether this use is connected to their innovation behaviour. We examine this issue by analysing the association between different types of innovation (product, process, management, and marketing) and internationalization, and the extent to which the use of these services for internationalization is moderated by the firm’s level or type of innovation. Drawing on an original survey of 804 manufacturing establishments in Quebec, Canada, the results show that exporting establishments use a wider variety of KIBS, and are more innovative than non-exporters. Although both innovation and KIBS-use are associated with internationalization, only for innovation is the association unambiguous. After controlling for size, sector and age, there is no evidence that exporting manufacturers have more recourse to KIBS than non-exporters: they are, however, more innovative.

International business review. -- 2015, v. 24, n. 3, June, p. 457-465

1. Innovation 2. Internationalization 3. Manufacturing 4. Service use

7

Just like a fine wine? [Texto impreso] : age, emotional intelligence and cross-cultural adjustment / Heidi Wechtler, Alexei Koveshnikov, Cecile Dejoux

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 417-418

Abstract: In this study, we use socioemotional selectivity theory to shed light on the role of expatriates' age in the relationship between emotional intelligence (EI) and cross-cultural adjustment (CCA) of expatriates on assignment. We test our hypotheses using hierarchical regression models and a sample of 254 French expatriate managers. Our analysis reveals a number of interesting findings. First, we find that age is a facilitator of regulation and utilization of emotions on general living adjustment and of regulation of emotions on interactional adjustment. Second, our complementary analyses show that expatriates' prior expatriation experience affects the relationship between EI and CCA differently and less prominently than age. Overall, our analysis is one of the first attempts to provide a more detailed theoretical understanding of the relationships between age, expatriation experience, EI and CCA in the context of expatriation.

International business review. -- 2015, v. 24, n. 3, june, p. 409-418

1. Age 2. Cross-cultural adjustment 3. Emotional intelligence 4. Expatriates 5. Socioemotional selectivity theory

8

Local complementary inputs as drivers of entry mode choices [Texto impreso] : the case of US investments in Brazil / Jean-François Hennart, Hsia Hua Sheng, Gustavo Pimenta

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 474-475

Abstract: The theory of entry mode choice has modeled that choice as solely determined by the foreign investor. Hennart's bundling model, on the other hand, argues that foreign entry into a host market involves the bundling of intangibles contributed by the foreign investor with local complementary inputs contributed by local actors, and that the chosen mode of entry will be the one that maximizes the joint gains of both parties. That chosen mode will depend on the relative efficiency of the various markets on which intangibles and complementary assets can be bundled. We test the model on a sample of US entries into Brazil. We find that the number of available suppliers of local complementary assets and the degree of concentration of the Brazilian industry are significant determinants of the choice US investors make between joint ventures and wholly-owned subsidiaries, and between greenfields and acquisitions, thus providing support for the model.

International business review. -- 2015, v. 24, n. 3, june, p. 466-475

1. Acquisition 2. Bundling model 3. Entry mode 4. Expansion mode 5. Greenfield 6. Internationalization 7. Joint venture 8. MNEs 9. Wholly-owned subsidiary

9

Market entry modes in a multipolar world [Texto impreso] : untangling the moderating effect of the political environment / Maria A. De Villa, Tazeeb Rajwani, Thomas Lawton

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 427-429

Abstract: We review the extant literature on market entry modes to explain the multi-levels of the political environment that can have a moderating effect on transnational corporations' (TNC) market entry processes. Based on a systematic review of the Uppsala model, transaction cost analysis, real options, eclectic paradigm, industrial network, and institutional approaches, we show that the market entry modes literature has largely excluded some aspects of the political environment from market entry mode decisions. Consequently, we continue to struggle with the question of how TNCs can factor the political environment into their foreign market entry processes. We suggest a more detailed analysis of the political environment may enable future research to address this challenge using corporate political activity literature and institutional theory. In particular, a distinction between macro and micro levels of analysis can explain how the moderating effect of the political environment on market entry mode decisions can be untangled.

International business review. -- 2015, v. 24, n. 3, June, p. 419-429

1. Market entry modes 2. Political environment 3. Transnational corporations

10

Market orientation, managerial perceptions and corporate culture in an emerging market [Texto impreso] : evidence from Turkey / Attila Yaprak, Burcu Tasoluk, Cenk Kocas

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 455-456

Abstract: Market orientation (MO) has inspired a rich literature in marketing and organizational behavior recently. Many of these studies have been conducted in developed market contexts, however, with only a few focusing on emerging markets (EM). The way MO is perceived and implemented by managers in EMs may be quite different than those in developed markets. The institutional contexts typically found in EMs and EM firms' national and corporate cultures will likely influence how MO is perceived as practiced by different levels and functional areas of managers. In this paper, we focus on this phenomenon by empirically testing whether and the extent to which managerial perceptions of MO vary across functions, managerial levels, and company cultures in one EM setting, Turkey. Based on responses gathered from 587 managers employed in 14 separate businesses spread across the different SBUs composing a diversified conglomerate, our results indicate that MO perceptions embedded in the focal firm will vary by level of management and by function. Our findings also indicate that organizational culture contexts that inspire adaptability, cohesiveness, participation, and sense of family may be more conducive to creating higher levels of MO perceptions in EM managers. We discuss these findings and offer avenues for future research.

International business review. -- 2015, v. 24, n. 3, June, p. 443-456

1. Corporate culture 2. Emerging markets 3. Market orientation

11**The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers [Texto impreso] : the moderating role of country development status/ Zhongqi Jin ... [et al.]**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 391-393

Abstract: Although the differences between developed and developing countries have been extensively studied in the context of globalization strategies, few studies have so far been conducted on the relationship between country development status and the possession by countries of a favorable (or unfavorable) product country image (PCI). Moreover, the results of such studies to date have been inconclusive. The purpose of this paper is to investigate the moderating role of country developmental status on PCI coupled with two antecedents of PCI, namely consumer ethnocentrism and cosmopolitanism. The paper also distinguishes between the PCI of the home and foreign country images of respondents. We test a new model that incorporates these constructs with a sample of 2655 younger generation consumers. The results show that country development status moderates some relationships but does not moderate others. These findings have significant implications for international companies from both developed and developing countries when developing global strategy.

International business review. -- 2015, v. 24, n. 3, june, p. 380-393

1. Cosmopolitanism 2. Country development status 3. Developed countries 4. Developing countries 5. Ethnocentrism 6. Global strategy 7. Product country image

12**State ownership, institutional effects and value creation in cross-border mergers and acquisitions by chinese firms [Texto impreso]/ Min Du, Agyenim Boateng**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 440-442

Abstract: This paper considers the effects of state ownership and institutional influences on value creation through cross-border mergers & acquisitions by Chinese firms during the period using a sample of 468 firms. The findings indicate that Chinese bidders experience wealth gains ranging from 0.4771% to 1.5210% over a 10-day event window. The cross-sectional analysis indicates that state ownership, formal institutional distance, reforms in the foreign currency approval system exert significant impact on shareholder value. By considering the state ownership and institutions, this study provides evidence that government and institutions play a huge role in value creation of emerging market firm internationalisation through cross-border mergers & acquisitions (CBM&A).

International business review. -- 2015, v. 24, n. 3, june, p. 430-442

1. Cross-border mergers and acquisitions 2. Institutions 3. State ownership 4. Value creation

13**Technology transfer within China and the role of location choices [Texto impreso] / Mario Kafouros, Elizabeth Yi Wang**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 364-366

Abstract: We examine how emerging country business groups overcome various technological constraints and succeed in enhancing their performance. Our theoretical contribution lies in showing how the ability of a business unit to benefit from intra-group technology transfer depends on the idiosyncratic manner in which the group geographically configures its network of units. The findings reveal that the geographic dispersion and concentration of the units of a group alter both the ability and willingness of its business units to transfer technologies to (or receive technologies from) other units and subsequently result in different performance outcomes. The location of a business unit also determines whether or not a unit competes with other fellow units and, consequently, influences how much a unit benefits from the technologies held by the group.

International business review. -- 2015, v. 24, n. 3, june, p. 353-366

1. China R&D 2. Cities 3. Networks 4. Operational performance 5. Spillovers 6. Technology transfer

14**Towards explaining subsidiary implementation, integration and internalization of MNC headquarters HRM practices [Texto impreso] / Catarina Ahlvik, Ingmar Björkman**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 504-505

Abstract: We conceptualize the transfer of organizational practices from headquarters to subsidiaries of multinational corporations as encompassing three dimensions: implementation, integration and internalization. To shed light on the distinct natures of the different dimensions of transfer we examine how different organizational factors relate to each of the dimensions. We test our hypotheses on a sample of 105 subsidiaries from 11 Nordic corporations. Our results confirm the distinct nature of the dimensions of transfer, showing that formal control, inter-unit social capital, and subsidiary capabilities differ in how they are associated with subsidiary implementation, integration and internalization of HRM practices from headquarters.

International business review. -- 2015, v. 24, n. 3, june, p. 497-505

1. Human resource management practices 2. Implementation 3. Integration 4. Internalization 5. MNC 6. Subsidiary

15

Why people quit [Texto impreso] : explaining employee turnover intentions among export sales managers / Evangelia Katsikea, Marios Theodosiou, Robert E. Morgan

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 378-379

Abstract: Predictably, sales organizations invest substantial financial and human resources in developing effective salesforces and yet salespeople are among the highest 'risk group' in terms of staff turnover. For export sales settings, the organizational consequences of this form of turnover are even more severe. This study develops a comprehensive conceptual model of seventeen hypothesized relationships among key structural, supervisory-related, and psychological factors, and examines this nomological network that leads to explaining export sales managers' intentions to quit. The findings reveal the favorable impact of formalization and the unfavorable impact of centralization upon both role ambiguity and role conflict. The study finds that both formalization and centralization relate positively to the export sales management behavior control system. Role stressors deleteriously affect export sales managers' job satisfaction, which in turn affects negatively intentions to quit. The study also discovers moderation effects of psychic distance and export sales managers' experience.

International business review. -- 2015, v. 24, n. 3, June, p. 367-379

1. Employee turnover 2. Export sales 3. Job satisfaction 4. Management control 5. Organizational structure