

1**The bright and dark side of CSR in export markets: its impact on innovation and performance [Texto impreso] / Cláudia Costa, Luis Filipe Lages, Paula Hortinha**

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. 757

A large body of literature is debating whether corporate social responsibility (CSR) and innovation have positive or deleterious effects on firm performance. By disentangling how CSR interacts with innovation capabilities in an exporting context, we bring light to this topic. Particularly, our study focuses on how CSR principles influence (1) the ability of technology resources to enhance firm innovation and (2) innovation to achieve export performance. By studying technology exporters, we unveil circumstances where firms can benefit from higher innovation due to the presence of CSR principles. The findings reveal that while CSR contributes to enhance the impact of exploratory innovation on export performance, there is a detrimental impact on the effect of exploitative innovation on export performance. Moreover, while CSR contributes to developing a higher impact of technology orientation on exploratory innovation, the CSR effect toward building stronger exploitative innovation was non-significant. Implications for theory and practice are discussed.

International business review. -- 2015, v. 24, n. 5, october, p. 749-757

1. Corporate social responsibility 2. Exploitative innovation 3. Exploratory innovation 4. Exports 5. Technology orientation

2**Does country context distance determine subsidiary decision-making autonomy? [Texto impreso] : theory and evidence from european transition economies / Gjalte de Jong ... [et al.]**

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References: p. 887-889

We studied an underrepresented area in the international business (IB) literature: the effect of country context distance on the distribution of decision-making autonomy across headquarters and foreign affiliates. Foreign affiliates directly contribute to the competitive advantages of multinational enterprises, highlighting the importance of such intra-firm collaboration. The division of decision-making autonomy is a core issue in the management of headquarters–subsidiary relationships. The main contribution of our paper is that we confront two valid theoretical frameworks – business network theory and agency theory – that offer contradictory hypotheses with respect to the division of decision-making autonomy. Our study is among the first to examine this dilemma with a unique dataset from five Central and Eastern European transition countries. The empirical results provide convincing support for our approach to the study of subsidiary decision-making autonomy.

International business review. -- 2015, v. 24, n. 5, october, p. 874-889

1. Central and Eastern European transition 2. Economies 3. Country context distance 4. Decision-making autonomy 5. Headquarters-subsidiary relationship

3**Doing business in Libya [Texto impreso] : assessing the nature and effectiveness of international marketing programs in an evolving economy / Izzudin Busnaina, Tony Woodall**

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. 794-797

The aim of this paper is to investigate, in one emerging Arab economy (Libya), the strategic and tactical choices of MNE (multinational enterprise) domestic appliance brands and, also, the attitudes of local consumers toward those choices. Various choice characteristics are investigated – including marketing mix standardization/adaptation – and, also, country-of-origin brand (COB). To establish extant organizational choices, local representatives of four established brands were interviewed and survey responses from 609 consumers were analyzed. No statistically discernible relationship between standardization/adaptation choices and consumer attitude toward marketing programs was found, but the study identified one especially successful brand that appeared to owe its achievements to an especially holistic approach to marketing that demonstrated ‘fit’ with the market concerned. Coincidentally, findings also address the conventional country-of-origin wisdom, and this is investigated/speculated upon accordingly. This is one of few marketing studies concerning Libya, and it adds to the limited literature on an increasingly relevant region.

International business review. -- 2015, v. 24, n. 5, october, p. 781-797

1. Country of origin (Brand) 2. Libya 3. Major domestic appliance 4. Marketing strategy 5. Marketing tactics 6. Standardization/adaptation

4**Effect of export experience and market scope strategy on export performance [Texto impreso] : evidence from Poland / Jerzy Ciéslik, Eugene Kaciak, Narongsak (Tek) Thongpapanl**

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. 779-780

This study examines the impact of internationalization experience and market scope strategy on the export performance of firms operating in Poland. This study uses data from 2003 to 2010, an eight-year period that includes the country's accession into the European Union in 2004. Several important findings are revealed by the research. First, a firm's export experience and performance have an inverted S-shaped relationship, i.e., performance is increasing at low and high levels but decreasing at moderate levels of experience. Second, the relationship between the growth of the number of export countries and export performance is initially positive, but becomes negative over time. Third, over time the growth of a firm's share of the main export market is found to be negatively related to export performance. Revealing the dynamism of these relationships through a longitudinal approach is of theoretical and practical importance to scholars, practitioners and governments of other emerging economies that are considering joining similar trade organizations/agreements.

International business review. -- 2015, v. 24, n. 5, october, p. 772-780

1. Emerging economy 2. Export experience 3. Export marketing strategy 4. Export performance 5. Inverted S-shaped relationship

5**Environmentally friendly export business strategy [Texto impreso] : its determinants and effects on competitive advantage and performance / Leonidas C. Leonidou ... [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. 809-811

With the exponential growth of problems related to the natural environment, exporters are increasingly confronted with ecological challenges in their international operations. We present a study of exporting manufacturers that examines the external and internal determinants of green export business strategy and its effects on export competitive advantage and performance. Our findings confirm the instrumental role of both external forces (i.e., foreign environmental public concern and competitive intensity) and internal factors (i.e., top management green sensitivity and organizational green culture) in crafting an environmentally friendly export business strategy. Such a strategy was more prevalent among larger firms and more experienced exporters, as well as among firms producing industrial goods, having a high technological intensity, and exporting to developed countries. In addition, this strategy positively affected firms' export product differentiation advantage but had no effect on export cost leadership advantage. Export product differentiation advantage was positively associated with both export market performance and export financial performance. However, no such link with these performance dimensions appeared for export cost leadership advantage.

International business review. -- 2015, v. 24, n. 5, october, p. 798-811

1. Exporting 2. Environmentally friendly business strategy 3. Competitive advantage 4. Export performance

6**An event study of home and host country patent generation in chinese MNEs undertaking strategic asset acquisitions in developed markets [Texto impreso] / John Anderson, Dylan Sutherland, Sean Severe**

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. 770-771

We use event study methodologies to analyze trends in home and host country patent applications of Chinese MNEs that acquire strategic asset-rich developed market businesses. Our results show the domestic market patents of Chinese MNEs rise significantly in the wake of such acquisitions, while those of the acquired target do not significantly change. These results hold for different ownership classes. In light of current theoretical debates, we discuss the possible motivations for such acquisitions by Chinese MNEs and the reasons for the observed patenting performance in both domestic and target businesses. We argue acquisition of codified strategic assets (such as patents) for the purpose of imitation and exploitation in the domestic Chinese market context provides one plausible explanation for our results.

International business review. -- 2015, v. 24, n. 5, october, p. 758-771

1. Chinese outward foreign direct investment 2. Event study 3. Innovation 4. Strategic asset seeking

7

Expatriate performance in terrorism endangered countries [Texto impreso] : the role of family and organizational support / Benjamin Bader, Nicola Berg, Dirk Holtbrügge

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. 858-860

Expatriates are not only sent to industrialized countries with stable environmental conditions, but also to countries that bear high political, social, and even terrorist risk. Despite its practical relevance, the role of expatriates' families on assignments in terrorism-endangered countries has not been addressed yet. Integrating expatriate literature and family systems theory we investigate the family-related performance antecedents of 121 expatriate managers assigned to a terrorism-endangered country. We find evidence that safety-related intra-family tension significantly impedes expatriates' work performance. Perceived organizational support can help to diminish this influence. We discuss our results and conclude with further implications for theory and practice.

International business review. -- 2015, v. 24, n. 5, october, p. 849-860

1. Expatriate management 2. Family systems theory 3. High-risk countries 4. Perceived organizational support (POS) 5. Terrorism

8

Foreign subsidiary top manager nationality and language policy [Texto impreso] : the moderating effects of subsidiary age and size/ Vesa Peltokorpi

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. 747-748

Despite their alleged communication, control, coordination, and learning-related benefits, little is known of factors that affect language policies in multinational corporations (MNCs). In this paper, I draw on agency theory to focus on the effect of MNC subsidiary top manager nationality on subsidiary language policy. Specifically, I hypothesize that subsidiaries with expatriate top managers have more language policies than subsidiaries with host country national top managers. In addition, I hypothesize that subsidiary age and size moderate the effect between subsidiary top manager nationality and language policy, such that older and larger subsidiaries with expatriate top managers have more language policies than younger and smaller subsidiaries. Survey data from 547 subsidiaries in Japan provide support for these hypotheses. Theoretical implications and suggestions for future research are provided.

International business review. -- 2015, v. 24, n. 5, october, p. 739-748

1. Agency theory 2. Foreign subsidiary 3. Language policy 4. Subsidiary age 5. Subsidiary size 6. Subsidiary top manager

9

Geographic, cultural and psychic distance to foreign markets in the context of small and new ventures [Texto impreso] / Arto Ojala

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. 834-835

More often than one might expect, small and new ventures, which already suffer from few resources and a lack of industry legitimacy, take on the additional uncertainties of entry into foreign markets. Some of these foreign entries involve countries that are geographically distant and culturally different from the firm's home country, making foreign market entry all the more difficult and uncertain. Recent studies have criticized prior academic approaches to understanding these difficulties. Insights may be limited if one uses merely the concept of distance and looks primarily for main effects. Entry by new and small ventures into distant foreign markets is complex, and the factors influencing it are interactive. The aim of this conceptual paper is to contribute to an understanding of the stability of the distance factors, and also the interactive effects between distance factors, market attractiveness, and network relationships, with particular attention to small and new ventures.

International business review. -- 2015, v. 24, n. 5, october, p. 825-835

1. Cultural distance 2. Foreign market entry 3. Geographic distance 4. Small and new ventures 5. Network relationships

10

How control system information characteristics affect exporter-intermediary relationship quality [Texto impreso] / Maria L. Velez ... [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. 823-824

This study provides insights into the role of control systems in building sound international business relationships. Specifically, it examines the effect of design characteristics of exporters' control systems, as a main source of information, on the quality of their relationships with their foreign intermediaries. The results reveal that in these international business relationships the scope and timeliness of information directly affect relationship quality, and that the intensity with which this information is used—in diagnostic or interactive ways—to some extent reinforces these positive associations. The findings suggest that exporting firms should devote more effort to developing formal control systems that generate timely information, and also indicate avenues for further research.

International business review. -- 2015, v. 24, n. 5, october, p. 812-824

1. Control system characteristics 2. Exporter-intermediary relationship quality 3. Management control system use

11**Information asymmetry, disclosure and foreign institutional investment [Texto impreso] : an empirical investigation of the impact of the Sarbanes-Oxley Act / Nida Abdioglu ... [et al.]**

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References: p. 913-915

Do foreign institutional investors (FII) regard the introduction of rigorous disclosure requirements as a major incentive to invest in U.S. equities? We investigate the role of information asymmetry and the impact of firm-level disclosure on FII decisions. We use a unique context for analysis -- the enactment of the Sarbanes-Oxley Act (SOX), and find that foreign institutional investors increase their equity holdings in U.S. listed firms following the passage of SOX. The increase in U.S. equity holdings is largely accounted for by passive, non-monitoring FII, who have the most to gain from the SOX-led reduction in the value of private information.

International business review. -- 2015, v. 24, n. 5, october, p. 902-915

1. Active and passive institutional investors 2. Information asymmetry 3. Institutional foreign investors 4. Sarbanes-Oxley Act

12**The role of independent directors at family firms in relation to corporate social responsibility disclosures [Texto impreso] / Beatriz Cuadrado-Ballesteros, Lázaro Rodríguez-Ariza, Isabel María García-Sánchez**

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References: p. 899-901

In the last few decades, interest in family firms has increased. There are several analyses in relation to leadership, ownership and succession-related topics, but they omit issues related to stakeholders and corporate social responsibility (CSR). This study broadens empirical evidence in this respect. Using a sample composed of internationally listed companies for the period 2003–2009, we analyse CSR information disclosures in family businesses, as well as the fundamental role of the independence of the board in this regard. Our results show that, in general, the higher the proportion of independent directors, the higher the level of CSR information disclosures; but, in the concrete case of family firms, the “independence” of these directors disappeared, thereby reducing the positive association with information disclosure; this was because independent directors may be strongly influenced by family owners, and even by personal or familiar ties.

International business review. -- 2015, v. 24, n. 5, october, p. 890-901

1. Board of directors 2. Corporate social responsibility (CSR) 3. Family firms 4. Independent directors

13**SMEs and international entrepreneurship [Texto impreso] : an institutional network perspective / Gospel Onyema Oparaocha**

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. 872-873

This study examines the influence of the use of institutional networks by SMEs in the context of international entrepreneurship (IE). It provides insights into SMEs' awareness of, access to, and actual use of the resources available through institutional networks and whether these are inducements or deterrents for entrepreneurial activities in foreign markets. A qualitative research design employing a multiple case study approach was used to investigate five internationalized SMEs from Sweden and Finland. The findings suggest that institutional network relationships have a positive effect on the internationalization process of SMEs. However, the significance of this influence is continuous and intertwined in the different stages of the internationalization process. A novel contribution of this study is the use of institutional theory combined with the network perspective to explain how SMEs' awareness of, and access to, institutional network resources affects their international entrepreneurial activities.

International business review. -- 2015, v. 24, n. 5, october, p. 861-873

1. External resources 2. Internationalization 3. International entrepreneurship 4. Institutional networks 5. SMEs

14**The social, economic and environmental dimensions of corporate social responsibility [Texto impreso] : the role played by consumers and potential entrepreneurs / M. Rosario González-Rodríguez, M. Carmen Díaz-Fernández, Biagio Simonetti**

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. 846-848

Based on Schwartz's human values theory and the stimulus–response and balance theory this paper develops a research model to examine the drivers which influence consumers' and entrepreneurs' perceptions of corporate social responsibility (CSR). The model was estimated by the partial least squares technique, using a multicultural sample from three European countries. The three CSR dimensions referred to as the triple bottom line approach (financial, social and environmental) have been considered. The results show that human values influence human perceptions of CSR, consumer perceptions of CSR mediate the relationship between human values and entrepreneurs' perceptions of CSR and significant differences can be found in consumers' and entrepreneurs' perceptions of CSR with respect to the cultural environment. Hence, regarding the specific social and economic environment, the findings suggest that different managerial actions should guide a firm's CSR strategies. This knowledge can be very useful to firms in order to achieve vital social goals such as a good reputation or prestige and, thereby, economic advantages linked to performance, survival or growth.

International business review. -- 2015, v. 24, n. 5, october, p. 836-848

1. Corporate social responsibility 2. Human values 3. CSR perception 4. European countries 5. Consumers and entrepreneurs

15**Technological strategies and learning by exporting [Texto impreso] : the case of brazilian manufacturing firms, 2006-2008 / Bruno César Araújo, Mario Sergio Salerno**

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. 737-738

This article assesses the relationship between learning by exporting and technological strategies for Brazilian manufacturing firms from 2006 to 2008. Technological strategies are characterised by the importance placed on innovation activities, sources of information and cooperation for innovation, and the location of these sources. Combining factor analysis with regression analysis, we find that (i) new exporters become more productive and larger than non-exporters; (ii) technological strategies improve the productivity and size of all firms; and (iii) the differentiated technological strategies of new exporters are generally not correlated with learning by exporting. Learning by exporting might be related to factors that are not captured by the Brazilian Technological Innovation Survey, and the absence of correlation between learning by exporting and technological strategies might reflect some missed opportunities for technological learning from international trade.

International business review. -- 2015, v. 24, n. 5, october, p. 725-738

1. Brazilian industry 2. Innovation 3. Learning by exporting 4. Technological strategies