

1

Affective networks, informal ties, and the limits of expatriate effectiveness [Recurso electrónico] / Sven Horak, Inju Yang

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1041-1042

Abstract: Expatriate effectiveness research has so far rarely taken into account the influence of social networks on expatriate performance and adjustment. Likewise, antecedents of social networks remain poorly understood. We fill this research gap by exploring the situation of expatriates in South Korea. Based on expert interview data, we have discovered seven antecedents critical to expatriate effectiveness. Most antecedents hinder expatriate effectiveness due to the expatriates' inability to become a part of so-called Yongo networks, a distinctive type of social tie in South Korea that is to a great extent determined by birth. As a consequence, it is in particular expatriates' relational performance and interaction adjustment that is negatively influenced by Yongo. Based on the South Korean case, this study advises future research to more deeply study the nature and characteristics of the local social context, in particular affective ties, and extend research on expatriate effectiveness in this important dimension. Finally, we discuss practical implications important for multinational corporations and provide suggestions on how to better cope with exclusive informal social networks while on an assignment abroad.

International business review. -- 2016, v. 25, n. 5, october, p. 1030-1042

1. Expatriation 2. Expatriate effectiveness 3. Informal social networks 4. Yongo 5. South Korea

2

A contingent approach to country-of-origin effects on foreign products evaluation [Recurso electrónico] : interaction of facets of country image with product classes / Camila Costa, Jorge Carneiro, Rafael Goldszmidt

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1074-1075

Abstract: This study investigates the effect of country-of-origin image on consumers' evaluations of foreign products and disaggregates the effects across facets of country image and across product classes. We disentangle country image into cognitive and affective dimensions, and additionally disaggregate the cognitive dimension into geographic and human aspects. We posit that country-of-origin effects will vary across distinct facets of country image and that the effect of each facet of country image will vary across different classes of products. By means of an online survey, data were collected from French consumers regarding their perceptions of cognitive and affective aspects of two countries – Brazil and Germany – and their evaluation of three product classes – utilitarian nature-based, utilitarian industrialized and hedonic industrialized – which were represented respectively by fruits, home appliances and clothes. Empirical results partially corroborate the hypothesized contingent impacts.

International business review. -- 2016, v. 25, n. 5, october, p. 1066-1075

1. Country-of-origin effect 2. Country image effect 3. Foreign product evaluation 4. Product class 5. Product category 6. International marketing

3**Corporate culture and absorptive capacity [Recurso electrónico] : the moderating role of national culture dimensions on innovation management / Steffen Stresse ... [et al.]**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1166-1168

Abstract: Firms have to strive for innovation constantly in order to gain and retain a competitive advantage, which renders absorptive capacity (ACAP) – a firm's ability to absorb and apply external knowledge – highly relevant. Based on data obtained from 592 CEOs and managers of firms in Austria, Brazil, Germany, India, Singapore, and the United States, we show how ACAP can be fostered in an international context. We analyze how corporate culture affects potential as well as realized ACAP and how national culture dimensions moderate these relationships in a fit-as-moderation model. We reveal that the adhocracy culture supports potential and realized ACAP, whereas the market and hierarchy cultures hinder both potential and realized ACAP. Moreover, the relationship between corporate culture and potential ACAP is stable across national culture dimensions, whereas selected national and corporate cultures are more effective in fostering realized ACAP. These results open up opportunities for researchers and support firms in their attempts to foster their firms' knowledge management processes.

International business review. -- 2016, v. 25, n. 5, october, p. 1149-1168

1. Absorptive capacity 2. Corporate culture 3. National culture 4. Innovation management

4**Cross-cultural examination of the effects of promotional framing on consumers' responses [Recurso electrónico] : a comparison of China and Pakistan / Hui Zeng, Liaogang Hao**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1028-1029

Abstract: Although extensive studies have focused on the impact of different types of sales promotions on consumers' responses, few studies examined the effects of online sales promotional framing on consumers' responses from cross-cultural perspective. Therefore, this study explored how cross-cultural differences moderated the effects of buy one get one free and buy two get fifty percent off promotion on consumer responses across China (lower uncertainty avoidance) and Pakistan (higher uncertainty avoidance). Based on the promotional framing effect theory, an empirical investigation across these two countries revealed that people with higher uncertainty avoidance (vs. lower uncertainty avoidance) prefer buy one get one free to buy two get fifty percent off promotion. Buy one get one free will lead to higher consumer perceived quality and purchase intention than buy two get fifty percent off promotion in both Pakistan and China, while the impact of buy one get one free and buy two get fifty percent off on perceived risk, perceived quality, perceived value and purchase intention are significantly larger in Pakistan than in China. In addition, the study verified the negative perceived risk-perceived value link, positive perceived quality-perceived value link and positive perceived value-purchase intention link from cross-cultural investigated data. The study provides new insights into the effects of online sales promotions on consumers' responses considering cultural differences. Our findings have implications for multinational corporate managers to design appropriate online sales promotions strategies.

International business review. -- 2016, v. 25, n. 5, october, p. 1020-1029

1. Cross-culture 2. Uncertainty avoidance 3. Perceived risk 4. Perceived quality 5. Perceived value 6. Purchase intention

5

Firm-level determinants of gender diversity in the boardrooms [Recurso electrónico] : evidence from some emerging markets / Abubakr Saeed, Yacine Belghitar, Amna Yousaf

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1087-1088

Abstract: This paper examines the determinants of board gender diversity in the context of emerging economies. Specifically, we investigate the impact of organizational characteristics on gender diversity in the boardrooms of Brazilian, Russian, Indian and Chinese firms and compare our findings with a control sample from US and UK. Analysing data for 1002 firms between a period of 2005 and 2012, we find some similarities between developed and emerging economies on the factors determining women representation on boards. In particular, we observe board gender diversity is positively related to the firm size, and it is inversely related to corporate risk across both emerging and developed economies. Family control affects positively board gender diversity only in India, China, UK and US. However, in contrast to developed countries, there is some evidence to suggest that state ownership has a negative effect on board gender diversity in India and Russia.

International business review. -- 2016, v. 25, n. 5, october, p. 1076-1088

1. Gender diversity 2. Women on corporate boards 3. BRICS 4. Institutional Theory

6

Me, myself and I [Recurso electrónico] : the role of CEO narcissism in internationalization decisions / Michael-Jörg Oesterle, Corinna Elosge, Lukas Elosge

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1122-1123

Abstract: Internationalization decisions represent major objects of international business research; in this context, the respective role of decision-makers, i.e., strategic actors has been under study for now nearly 50 years. However, some important individual characteristics of strategic actors, which seem to influence individual decision-making in a significant way, have been – in contrast to general management research – widely disregarded. Among those characteristics, narcissism plays a decisive role. Trying to provide a first attempt to fill this research gap our paper aims at theorizing on as well as empirically analyzing potential relationships between narcissistic tendencies of CEOs and their internationalization decisions. The empirical study of major German manufacturing firms over the period 2004–2013 shows that CEOs with a high degree of narcissism tend to intensify business activities abroad in general while the expected effect on intensified activities in markets with a high psychic distance cannot be identified. These research results help to better understand the drivers of firms' internationalization, stress the importance of recognizing managerial decision-making in the context of analyzing business activities abroad, and improve the prediction of CEOs' decision-making behavior in general.

International business review. -- 2016, v. 25, n. 5, october, p. 1114-1123

1. CEO narcissism 2. Managerial decision-making 3. Individual risk-taking 4. Internationalization decisions 5. Degree of internationalization 6. Psychic distance

7

Measurement and structural invariance of entrepreneurial investment climate [Recurso electrónico] : a cross-country scale development / Dae-il Nam ... [et al.]

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1064-1065

Abstract: Testing invariance is important in cross-cultural studies because a lack of invariance may bias empirical results and lead to improper theoretical inferences. This study introduces and validates a scale for measuring entrepreneurial investment climate, consisting of four factors: Societal stability, Labor and Regulations, Quality of Infrastructure, and Ease of Finance. The instrument was developed using World Bank Group data from 51,169 firms and 72 institutional profiles to determine investment climate. Confirmatory factor analyses reveal the validity of the scale and its robustness across country types and time. The study's implications for practice and future research are discussed.

International business review. -- 2016, v. 25, n. 5, october, p. 1053-1065

1. Invariance 2. Investment climate 3. Entrepreneurship 4. Property rights 5. Institutional environment

8

The moderating role of local embeddedness on the performance of foreign and domestic firms in emerging markets [Recurso electrónico] / Tilo F. Halaszovich, Sarianna M. Lundan

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1147-1148

Abstract: This paper examines the impact of the firm's degree of local embeddedness on its performance in emerging markets using the World Bank's Enterprise Survey Manufacturing Sector Module data on 15,715 firms covering 78 emerging markets. We use the degree of localization of sourcing and sales to measure the degree of embeddedness in the host country market. We argue that since embeddedness brings the firm into closer interaction with local firms and institutions, the costs of embeddedness should be lower for local firms than for MNE subsidiaries, since local firms can be assumed to be better able to decipher local institutions. We find that both dimensions are subject to a reversed U-shaped function. That is, by extending the degree of local sales and local sourcing up to a certain percentage, a firm can realize positive performance growth by becoming more embedded into the emerging market, but beyond this point, the performance impact is negative. We also find that foreign firms involved in local sales seem to lose part of their ability to exploit their ownership advantages as compared to foreign firms that export their production.

International business review. -- 2016, v. 25, n. 5, october, p. 1136-1148

1. Emerging market FDI 2. FDI motives 3. Institutional environment

9

The motivation of international entrepreneurship [Recurso electrónico] : the case of chinese transnational entrepreneurs / Pavlos Dimitratos ... [et al.]

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1112-1113

Abstract: The ventures of transnational entrepreneurs (TEs) are a new business phenomenon, representing a fluid context in which established arrangements may be expected to change. In terms of one particular relationship, motivation has been found to be a key construct in international entrepreneurship (IE) research, with two established features of motivation comprising entrepreneurial vision and its implementation. At the same time, nationality has been found to be a consistent influence on entrepreneurial orientation through the impact of culture. Employing qualitative case study methods, this paper investigates these relationships in the new context of the internationalization of Chinese TEs socially embedded in their host and home countries. Subtle changes in established patterns of IE motivation are detected, and Chinese cultural influence may also be weakening to meet the environment of host countries.

International business review. -- 2016, v. 25, n. 5, october, p. 1103-1113

1. International entrepreneurial motivation 2. Transnational entrepreneurs 3. Case study

10

The negotiator's power as enabler and cultural distance as inhibitor in the international alliance formation [Recurso electrónico] / Tariq H. Malik, Orhan H. Yazar

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1051-1052

Abstract: We examined how the negotiator's power, the explorative-exploitative purpose and cultural distance interact in the negotiation for an international business alliance formation. Our participant observation in some several events of negotiation suggests that the executive's power plays an enabling role in the negotiation for alliance formation. However, cultural distance between the negotiating parties in the international business context hampers the success of the negotiation. In particular, person power supports the explorative alliance purpose. The explorative alliance embodies technical and behavioural uncertainty. On the other hand, position power supports the exploitative alliance purpose. The exploitative alliance purpose more aptly embodies behavioural uncertainty than technical uncertainty does. Cultural distance has a high negative influence on person power and the explorative alliance, and person power and the explorative alliance indicate high uncertainty. In comparison, cultural distance has a negative influence on position power and exploitative alliance, and position power and exploitative alliances indicate low uncertainty. In other words, cultural distance matters more in the person-explorative combination than it does in the position-exploitative combination. The main assumption is that cultural distance has adverse effects on both power and tasks in the negotiation. However, the notions of power and purpose do not influence the effect of national cultural differences.

International business review. -- 2016, v. 25, n. 5, october, p. 1043-1052

1. International business negotiation 2. The power-purpose link 3. Explorative-exploitative alliance duality 4. Mediation of cultural distance

11

Outward foreign direct investment and domestic innovation performance [Recurso electrónico] : evidence from China / Jian Li ... [et al.]

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1018-1019

Abstract: Recent years have witnessed substantial outward foreign direct investment (OFDI) from many emerging economies. Should the governments of these economies encourage OFDI in order to promote domestic innovation? Much OFDI by emerging economy multinational enterprises (EMNEs) has been undertaken to acquire strategic assets overseas, but do these acquisitions bring innovation benefits at home? The empirical analysis presented in this paper considers the effects of OFDI on regional innovation performance, using a panel of Chinese provinces, and finds that OFDI has a very significant impact on domestic innovation. Furthermore, we also identify three contingent factors – absorptive capacity, foreign presence, and the competition intensity of the local market – that moderate the impact of OFDI on innovation performance.

International business review. -- 2016, v. 25, n. 5, october, p. 1010-1019

1. Outward FDI 2. Regional innovation 3. Absorptive capacity 4. Foreign presence 5. Competition intensity

12

Outward foreign direct investment from emerging economies [Recurso electrónico] : escaping home country regulative voids / Carmen Stoian, Alex Mohr

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1133-1135

Abstract: The internationalisation of multinationals from emerging economies raises the question of whether mainstream theory can explain this phenomenon. We combine the explanations of outward foreign direct investment (OFDI) provided by the institution-based view and the investment development path (IDP) and suggest that the combined use of these explanations contributes to the reconciliation of the mainstream and emerging views of internationalisation. We argue that although OFDI is undertaken by firms to overcome the competitive disadvantages resulting from home country regulative voids, escapist investment is facilitated if these firms possess certain competitive advantages that help them overcome the liability of foreignness when expanding abroad. We thus expect the impact of regulative voids on OFDI to vary with the level of local firms' ownership advantages. Our analysis of OFDI flows from 29 emerging economies over 17 years (1995–2011) provides support for the direct effects of two types of regulative voids and for the three suggested moderating effects of firms' competitive advantages.

International business review. -- 2016, v. 25, n. 5, october, p. 1124-1135

1. Outward foreign direct investment 2. Emerging economies 3. Institutional voids 4. Mainstream theory 5. Emerging view of internationalisation 6. Institution-based view

13**The professional service firm (PSF) in a globalised economy [Recurso electrónico] : a study of the efficiency of securities firms in an emerging market / Mehmet Demirbag ... [et al.]**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1100-1102

Abstract: This study explores the efficiency of securities firms in Turkey and offers conceptual and managerial insights utilizing data envelopment analysis. Through a sample of local and foreign owned securities firms in Turkey, we examine the impact of liabilities of foreignness (LOF) and localness (LOL) upon knowledge intensive firm efficiency in an emerging market economy. We have extended this approach through our consideration of liability associated with market globalness (LOMG). Our findings indicate the importance of size for firm efficiency with bank affiliation and foreign ownership also having positive effects on efficiency. Our study makes a contribution conceptually, methodologically and empirically to a growing literature on emerging economies. We also make a valuable addition to the limited empirical work conducted on the securities industry to date. Finally, through our contextualization of Turkish securities firms as professional services firms (PSFs), our research extends the narrow focus on law and accounting which currently dominates the burgeoning research strand on PSFs.

International business review. -- 2016, v. 25, n. 5, october, p. 1089-1102

1. Performance 2. Securities firms 3. Firm ownership 4. Affiliation 5. Size 6. Liability of foreignness 7. Ownership 8. Data envelopment analysis (DEA) 9. Professional services firm (PSF)

14**The role of internationalization on the IPO performance of service firms [Recurso electrónico] : examination of initial returns, long-run returns, and survivability / Ozgur Ozdemir, Arun Upneja**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1008-1009

Abstract: This study examines the effect of internationalization on the initial and long-run IPO performance of service firms. The study discusses that pre-IPO internationalization of service firms contributes to the explanation of long-discussed IPO underpricing phenomenon, and underperformance of IPOs in the long-run. Sample of the study includes 1822 IPO issues conducted by US service firms between 1980 and 2009. Findings of the study suggest that international service firms leave less money on table in their IPOs compared to domestic service firms by providing significantly lower first day returns to their investors on their first day of public trading. Moreover, our findings provide evidence that 3-year cumulative abnormal returns and 3-year buy-and-hold returns of international service firms are significantly higher than domestic service firms, and international service firms outperform domestic service firms in both operating return on assets and operating cash flows in the post-IPO period. Lastly, the study documents that survival rate of service firms subsequent to an IPO issue increases with pre-IPO internationalization.

International business review. -- 2016, v. 25, n. 5, october, p. 997-1009

1. IPO 2. Internationalization 3. Service firms 4. Performance 5. Returns 6. Underpricing 7. Information asymmetry

15**Theoretical foundations of equity based foreign market entry decisions [Recurso electrónico] : a review of the literature and recommendations for future research / Irina Surdu, Kamel Mellahi**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 1182-1184

Abstract: This paper reviews the theoretical foundations of the equity based foreign market entry (FME) decisions literature. We analyse 1055 academic FME papers published over four decades (1970–2013). We identify and analyse the theories that informed and guided FME research over time. Our review indicates that scholars have recently started to challenge some of the core assumptions of established theories, draw on and integrate insights from multiple theoretical perspectives which, in turn, generated a multiplicity of approaches for studying FME decisions and their performance outcomes. The paper discusses the explanatory power of the different theories, assesses the relevance of the different theoretical perspectives to our understanding of current FME phenomena and recommends directions for further research. *International business review*. -- 2016, v. 25, n. 5, october, p. 1169-1184

1. Multi-theoretical studies 2. Equity based foreign market entry 3. Foreign market entry mode 4. Systematic review 5. Emergent theories