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Absorptive capacity in foreign subsidiaries [Recurso electrónico] : the effects of language-sensitive recruitment, language training, and interunit knowledge transfer / Vesa Peltokorpi

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

References: p. 128-129

Abstract: Are multinational corporations able to enhance the development of absorptive capacity in foreign subsidiaries through language-oriented human resource management (HRM) practices? Taking into account that a shared language enhances absorptive capacity and that many multinational corporations are multilingual entities, this question is relevant but given little focused attention in international business research. In this paper, we hypothesize that two language-oriented HRM practices – language-sensitive recruitment and language training – enhance absorptive capacity in foreign subsidiaries. In addition, we hypothesize that interunit knowledge transfer partially mediates the positive relationship between these language-oriented HRM practices and absorptive capacity. Analyses of survey data derived at three points in time from 574 foreign subsidiary units in Japan provide support for these hypotheses.

International business review. -- 2017, v. 26, n. 1, february, p. 119-129

1. Absorptive capacity 2. Knowledge transfer 3. Language-sensitive recruitment 4. Language training 5. Japan

2

Ambidexterity as a dynamic capability in the globalization of the multinational business enterprise (MBE) [Recurso electrónico] : case studies of AB Volvo and IKEA / Jan-Erik Vahlne, Anna Jonsson

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

References: p. 69-70

Abstract: Most current research argues that globalization of companies is a myth. In spite of this Swedish firms have managed to globalize successfully according to a study by Vahlne and Ivarsson (2014). On a general level this is because they managed to build strong advantages and learned to overcome barriers constituted by cultural, institutional and geographic distance. We elaborate on the expectation that organizational ambidexterity has explanatory power for profitable globalization. We perform case studies of IKEA and AB Volvo to motivate our expectation and illustrate how these firms have been able, or not able, to balance and manage the simultaneous processes of exploration and exploitation. Ambidexterity is included in the package of dynamic capabilities affecting the globalization process positively. We find that being proactive in exploration and improving on the effectiveness in exploitation may lead to successful globalization performance.

International business review. -- 2017, v. 26, n. 1, february, p. 57-70

1. Ambidexterity 2. Dynamic capabilities 3. Globalization 4. Uppsala model 5. IKEA 6. AB Volvo

3**Analysing the critical factors influencing trust in e-government adoption from citizen's perspective [Recurso electrónico] : a systematic review and a conceptual framework / Latifa Alzahrani, Wafi Al-Karaghoul, Vishanth Weerakkody**

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

References: 174-175

Abstract: Although the success adoption of e-government contingent upon citizens' trust and their willingness to use it, little consideration has been paid to explore the adoption of e-government from citizens' trust perspective. This paper provides a critical and systematic review of the current literature on citizens' trust in e-government, with a particular focus on the most critical factors influencing citizens' trust in respect of the adoption of e-government. The extant literature was identified through six electronic databases, from 2000 to 2014. Academic articles were reviewed if they contained a relevant discussion of the antecedents or factors influencing citizens' trust in e-government adoption. The findings of this review reveal that several studies have been conducted in the area of trust in e-government (particularly trust in government and trust in the internet) with limited consideration paid to citizen's aspects of trust (such as personality, culture, gender, experience, education level, beliefs and value of systems). Based on the findings of the critical review, a conceptual framework is proposed by developing further the updated DeLone and McLean IS Success Model, which presents the antecedents of trust in e-government adoption.

International business review. -- 2017, v. 26, n. 1, february, p. 164-175

1. E-government 2. Adoption 3. Citizens' trust 4. Antecedents of trust

4**Coercive, normative and mimetic isomorphism as determinants of the voluntary assurance of sustainability reports [Recurso electrónico]/ Jennifer Martínez-Ferrero, Isabel-María García-Sánchez**

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

References: p. 116-118

Abstract: This study offers an opportunity to understand how country- and industry-specific effects may affect the decision to assure sustainability reports by identifying institutional pressures. Based on neo-institutional theory, the aim of this research is to highlight whether assurance derives from the coercive, normative and mimetic forces related to legal and cultural strength and the industry pressure for assurance, respectively. The panel data analysis of an international sample of 696 companies for the period 2007–2014 shows that voluntary assurance acts as a legitimization tool implemented by companies in response to normative, coercive and mimetic pressures; that is, companies operating in countries that have a greater legal system and cultural development, especially in industries that are greatly concerned about sustainability, are more likely to issue an assurance statement. Moreover, through a two-stage logit model, we respond to the question of which is the relevant institutional factor that causes voluntary assurance to be adopted. Specifically, we evidence that the normative factor is the one that exerts the greatest explanatory power in the assurance demand, followed by coercive pressure.

International business review. -- 2017, v. 26, n. 1, february, p. 102-118

1. Assurance 2. Sustainability report 3. Institutional theory 4. Isomorphism

5

Corruption's impact on foreign portfolio investment [Recurso electrónico] / Pankaj K. Jain, Emre Kuvvet, Michael S. Pagano

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

References: p. 34-35

Abstract: Corruption has significant effects on a nation's financial markets through its adverse reverse J-shaped, with intermediate levels of corruption yielding the most negative effects. Highly transparent nations, where a "level playing field" exists between foreign and local investors due to lack of information asymmetries related to corruption, attract the most foreign investment. However, at the margin, very corrupt countries attract more investment than moderately corrupt countries because a "perverse level playing field" in the former countries may put foreigners and locals on an even footing in terms of resolving asymmetric information problems. This nonlinear pattern is consistent with foreign investors' desire to trade in markets where they are not at an informational disadvantage.

International business review. -- 2017, v. 26, n. 1, february, p. 23-35

1. Corruption 2. Foreign portfolio investment 3. Trading 4. International financial markets

6

Cross-national research and international business [Recurso electrónico] : an interdisciplinary path / Brian R. Chabowski, Saeed Samiee, G. Tomas M. Hultç

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

References: p. 99-101

Abstract: Comparative cross-national research is among the oldest approaches of scientific inquiry in the social sciences. We investigate the foundations of published works in cross-national research (CNR) in international business (IB), sociology, and psychology with an eye on leveraging their rich traditions for future IB research. Our approach aims to contribute and address repeated calls for taking an interdisciplinary approach in IB. We examined published CNR in 106 scholarly journals and identified 817 articles with 51,738 citations in IB, 477 works with 30,017 citations in sociology, and 835 articles with 54,519 citations in psychology. We use metric multidimensional scaling to examine the co-citation data for each field and identify knowledge and approaches commonplace in sociology and psychology to propose future research paths in IB. In particular multilevel analysis, which is scarcely used in IB, offers the potential of unfolding new dimensions within the field. Based on the emergent results from our MDS solutions, we recommend multiple future paths for CNR, particularly with respect to IB relationships, market entry, and related domains.

International business review. -- 2017, v. 26, n. 1, february, p. 89-101

1. IB research 2. Interdisciplinary 3. Hierarchical linear modeling 4. Multi-level analysis 5. Market entry mode 6. International relationship marketing

7

Do cross-border mergers and acquisitions increase short-term market performance? [Recurso electrónico] : the case of chinese firms / Fang Tao ... [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. 200-202

Abstract: Despite the new momentum in cross-border mergers and acquisitions (M&As) by emerging market firms, we have a limited understanding of the impact of these activities. Drawing on signalling theory and the institution-based view, this paper examines the extent of stock market reactions to the announcement of cross-border M&A deals, based on an event study of a sample of Chinese firms during the period 2000–2012. The findings indicate that the announcement of cross-border M&As results in a positive stock market reaction; this effect is more significant in the mainland Chinese stock markets (Shanghai and Shenzhen) than that in the Hong Kong market. The shareholders of Chinese firms that acquire a target firm in a host country with a low level of political risk gain higher cumulative abnormal returns than those firms targeting companies in countries with a high level of political risk. The shareholders of Chinese state-owned enterprises experience lower abnormal returns compared with those of Chinese privately owned firms when engaging in cross-border M&A deals.

International business review. -- 2017, v. 26, n. 1, february, p. 189-202

1. Chinese firms 2. Cross-border mergers and acquisitions 3. Stock market reactions 4. Political risk 5. Ownership

8

Does state ownership facilitate outward FDI of chinese SOEs? [Recurso electrónico] : institutional development, market competition, and the logic of interdependence between governments and SOEs/ Yuanyuan Huang ... [et al.]

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

References: 187-188

Abstract: Outward foreign direct investment (OFDI) of manufacturing state-owned enterprises (SOEs) from emerging economies (EE) has emerged as a significant phenomenon in global markets. Although previous research has emphasized the bright-side of state ownership in facilitating SOEs' OFDI, the stream of research largely overlooks its dark-side effects. Drawing on resource dependence theory (RDT), we argue that state ownership creates dependence of SOEs on their home governments, which may undermine manufacturing SOEs' willingness to conduct OFDI, autonomy and market orientation, and legitimacy in overseas markets. Thus, substantial state ownership may counteract with manufacturing SOEs' OFDI from EE. Our empirical results, based on a sample of 507 Chinese publicly-listed manufacturing SOEs during 2007–2013, show that a high percentage of state-owned shares exerts negative effects on SOEs' OFDI. Relative to local SOEs, central SOEs are less likely to engage in OFDI. Further, the negative effect of the percentage of state-owned shares on SOEs' OFDI will be alleviated by institutional development and competition intensity. The study contributes to literature by making a real theoretical case for the dark-side effects of state ownership on manufacturing SOEs' OFDI from EE.

International business review. -- 2017, v. 26, n. 1, february, p. 176-188

1. Outward FDI 2. State ownership 3. Institutional development 4. Market competition 5. China

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Exploring the link between internationalization of top management and accounting quality [Recurso electrónico] : the CFO's international experience matters / Tobias Dauth, Paul Pronobis, Stefan Schmid

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

References: p. 85-88

Abstract: This study examines whether and how top management internationalization is associated with accounting quality. We combine upper echelons perspectives, agency theory, human capital theory and accounting research, and demonstrate that top management internationalization mitigates the level of managerial discretion in financial reporting. By decomposing the top management team, our analysis reveals that higher levels of accounting quality are associated with the internationalization of the CFO, not the internationalization of the CEO. In particular, we find that CFO's international education and international work experience are important factors in higher accounting quality.

International business review. -- 2017, v. 26, n. 1, february, p. 71-88

1. Top management teams 2. Top management demographics 3. International executives 4. Top management internationalization 5. Board internationalization 6. CEO 7. CFO 8. Earnings management 9. Accounting quality

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Innovation dynamics and labor force restructuring with asymmetrically developed national innovation systems [Recurso electrónico] / Francisco J. Santos-Arteaga ... [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. 55-56

Abstract: The concept of National Innovation System (NIS) has gained a great deal of intellectual and practical attention over the past three decades. We present an endogenous growth model where the NIS of a country determines its accumulation of technological knowledge and the arrival rate of innovations depends on the distance from the technological frontier to the current technological development level (TDL) of the country. We show how, even within an ideal common market environment and despite the compensatory mechanism provided by migration and the advantage of backwardness enjoyed by the laggard countries, differences in TDLs among countries foster the economic stagnation of technological laggards. That is, the structural consequences derived from technological underdevelopment are persistent and not simply due to the depreciation of human capital, but to the absence of innovation incentives that follows. Numerical simulations and an empirical analysis are performed to illustrate the main results and relate them to the current European common market setting and the innovation policies of its members.

International business review. -- 2017, v. 26, n. 1, february, p. 36-56

1. Economic stagnation 2. Technology assimilation 3. Technological development 4. Migration patterns 5. National innovation system 6. European single market

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Launching reverse-innovated product from emerging markets to MNC's home market [Recurso electrónico] : a theoretical framework for MNC's decisions / Fengxia Zhu, Shaoming Zou, Hui Xu

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

References: p. 162

Abstract: A reverse-innovated product is a new product that is originally developed for an emerging market by MNCs. The increasing number of MNCs engaging in reverse innovation and the criticality of new products to an MNC's performance and competitive advantage make reverse innovation an important area for academic research and managerial practices. This paper integrates relevant literature and proposes a theoretical framework to understand the mechanisms by which the characteristics of a reverse-innovated product affect management's decision to launch that product in a developed market (e.g., the MNC's home market). By means of literature review, the paper identifies two underlying evaluation mechanisms through which the reverse-innovated product characteristics are linked to management's reverse launch decision: the perceived degree of needed adaptation and the perceived risk of cannibalization. The authors also derive several propositions for future empirical research and discuss implications for future research.

International business review. -- 2017, v. 26, n. 1, february, p. 156-163

1. Reverse innovation 2. Global marketing 3. Emerging markets 4. Marketing strategy

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MNE subsidiary evolution from sales to innovation [Recurso electrónico] : looking inside the black box / Chaisung Lim, Martin Hemmert, Seunghoi Kim

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

References: p. 154-155

Abstract: Whereas the innovation-related evolution of multinational enterprise (MNE) subsidiaries has been extensively studied, the numerous sales subsidiaries in MNE networks have received little attention in this context. This study examines the evolution process of a sales subsidiary towards acquiring innovation-related capabilities and actively supporting innovation activities of a MNE. The evolution is explained in terms of technical information flow in an in-depth case study of a semiconductor MNE's sales subsidiary in South Korea. We find that the evolution of the sales subsidiary to innovation support has been enabled by a combination of subsidiary-related, lead market-related and event-related factors. We contribute to the literature on MNE subsidiary evolution by studying the unexplored evolution of a sales subsidiary. We combine the general framework of subsidiary evolution with the lead user perspective and suggest directions for potential theory extensions on MNE subsidiary evolution.

International business review. -- 2017, v. 26, n. 1, february, p. 145-155

1. MNE subsidiary evolution 2. Sales subsidiary 3. Lead user 4. Innovation management 5. Role change 6. Case study

13**The moderating effect of bilateral investment treaty stringency on the relationship between political instability and subsidiary ownership choice [Recurso electrónico] / Christopher Williams, Tatiana Lukoianova (Vashchilko), Candace A. Martinez**

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

References: p. 10-11

Abstract: We investigate whether the degree to which a bilateral investment treaty (BIT) protects against expropriation (i.e., its "stringency") influences the international strategy of multinational enterprises (MNEs) as they invest in countries with varying levels of political instability. We draw on institutional logic and insights from political economics to hypothesize that BIT stringency will moderate the established positive relationship between host country political instability and minority ownership. Analysis of a sample of 289 foreign investments made by AEX-listed Dutch MNEs in 34 countries between 2004 and 2013 provides support: a more stringent BIT will encourage the MNE to choose a majority stake as political instability rises. Robustness tests provide further support for our argument. The results have both managerial and policy implications relating to the role that BIT stringency plays in determining MNE strategy.

International business review. -- 2017, v. 26, n. 1, february, p. 1-11

1. Political instability 2. Bilateral investment treaties (BITs) 3. Subsidiary ownership choice

14**Small italian wine producers' internationalization [Recurso electrónico] : the role of network relationships in the emergence of late starters / Barbara Francioni, Tiia Vissak, Fabio Musso**

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

References: p. 21-22

Abstract: This paper aims to examine how network relationships influenced the internationalization of small Italian wine producers characterized as late starters. It is based on four cases. It shows that foreign tourists helped these firms to expand internationally: they identified business opportunities, suggested firms to contact importers, contacted importers themselves to get access to the same wine in their home country or provided foreign market knowledge. Thus, small wine producers should pay more attention to attracting tourists and creating network relationship with them. Several other network relationships - for instance, with friends and relatives, Italian expatriates and other business partners - also advanced the case firms' internationalization. Moreover, they were affected by lack of time and resources, language barriers and other factors. Thus, all these aspects also need managers' attention. Furthermore, they should take a more strategic approach towards internationalization and understand that not all internationalization attempts succeed or result in continuous orders.

International business review. -- 2017, v. 26, n. 1, february, p. 12-22

1. Internationalization 2. Exports 3. Late starters 4. Wine business 5. Wine tourism 6. Network relationships

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Transaction services and SME internationalization [Recurso electrónico] : the effect of home and host country bank relationships on international investment and growth / Kent Eriksson, Øystein Fjeldstad, Sara Jonsson

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

References: p. 142-144

Abstract: Building on the argument put forward by North and Wallis (1994) that the transaction sector enables economic growth by lowering the costs of transacting, we investigate how internationalizing firms' host and home country bank relationships affect their international specific investments and growth. Banks provide payment, liquidity, and risk management services, which are essential to international business relationships, yet little is known about how banks affect international business relationships. In a sample of 255 small and medium-sized enterprises (SMEs), we find that host and home country bank relationships affect the dependent variables differently. We contribute to the literature by explicating the role and effects of banks in international business relationships. Our findings have implications for understanding transaction services in international business as well as the choices made by their customers.

International business review. -- 2017, v. 26, n. 1, february, p. 130-144

1. Banks 2. Business relationship 3. Internationalization 4. SMEs 5. Transaction organizations 6. Transaction services