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**Breakthrough innovation in international business [Recurso electrónico] : the impact of tech-innovation and market-innovation on performance/ Graça Miranda Silva, Chris Styles, Luis Filipe Lages**

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

References: p. 402-404

Abstract: The literature suggests that the greater the perceived novelty of a firm's products and markets, the greater the potential value to the user (Lepak et al., 2007). In this study we analyze the extent to which breakthrough innovation (both tech-innovation and market-innovation) has a positive impact on both economic and strategic export performance. Tech-innovation incorporates technological developments to improve customer benefits versus existing alternatives in the market. Our findings reveal that tech-innovation has a positive impact on the economic and strategic export performance of firms. This relationship becomes stronger when more human resources are available and the exporter becomes more oriented toward the importer. In less competitive markets, the positive relationship between tech-innovation and both types of export performance becomes even stronger. Market-innovation occurs when the product concept or benefits depart from serving existing or conventional markets. Market-innovation was found to be negatively associated with strategic export performance, as it requires major learning effort by importers. This suggests that to create value, exporters need to develop solutions jointly with importers. Overall, these findings suggest that value creation in terms of both tech-innovation and market-innovation needs to involve importers to achieve expectations, thereby leading to improvement in a firm's short-term and long-term export performance.

International business review. -- 2017, v. 26, n. 2, april, p. 391-404

1. Tech-innovation 2. Market-innovation 3. Export performance 4. Exporting 5. Value creation

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**Corporate environmental sustainability reporting in the context of national cultures [Recurso electrónico] : a quantile regression approach / Isabel Gallego-Álvarez, Eduardo Ortas**

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

References: p. 351-353

Abstract: This work, based on previous evidence within international business management research, aims to test the influence of communities' culture features on corporate environmental sustainability reporting (CESR) practices. To overcome some limitations of conventional statistical approaches applied by previous research, a quantile regression (QR) model is implemented which allows setting a framework to test the working hypotheses in different scenarios that cover divergent firms' commitment levels to stakeholder engagement and CESR practices development. Our central results addresses that different national culture dimensions present a non-monotonic influence on CESR practices. This result, which is analyzed through the Stakeholder Theory proposals, can be explained because corporate sustainability behaviors are highly sensitive to stakeholders' pressures and demands which are ultimately conditioned by the cultural environment. Some interesting recommendations for companies' strategic management and governmental policy-making processes are reported.

International business review. -- 2017, v. 26, n. 2, april, p. 337-353

1. Corporate environmental sustainability reporting 2. Culture 3. Stakeholder theory 4. Quantile regression 5. International companies

**3****The dynamics of experiential learning [Recurso electrónico] : microprocesses and adaptation in a professional service INV / Thorsten Bunz ... [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. 236-238

**Abstract:** In international new ventures (INVs), experiential learning happens in quick succession and across a wide number of diverse contexts. Yet, we lack an empirical understanding of the microprocesses through which INVs learn and adapt in their foreign expansion. Understanding those microprocesses is important because timely adaptation can save the venture time and resources, thus promoting sustainable growth. In this study, we investigate the dynamics of experiential learning and adaptation in the internationalisation process of an INV in the professional service sector. Findings from our study illustrate that the firm applies deliberate experiential learning by developing, revising, and finalising criteria for important dimensions in the international growth process, and adapts its internationalisation practices accordingly. We further show that deliberate experiential learning is predicated on an actively and closely monitored learning process, involving critical evaluation, adjustment of criteria, and acceptance of affordable mistakes, as opposed to learning by default.

International business review. -- 2017, v. 26, n. 2, april, p. 225-238

1. International new venture 2. Experiential learning 3. Internationalization process 4. Professional service firm 5. Human capital 6. Dynamic capabilities

**4****The empirical link between export dispersion and export performance [Recurso electrónico] : a contingency-based approach / Itzhak Gnizy ... [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. 248-249

**Abstract:** Practitioners and scholars point out that firms are increasingly dispersing their capabilities across organizational functions. However, it is not clear whether all forms of dispersion, of any function, result in the same consequences. This study initiates investigation into the link between the cross-functional dispersion of influence on export marketing decisions (export dispersion) and export performance. Drawing on data from a sample of 225 UK exporters, the findings support the argument that active participation of non-export functions in export-marketing decisions affects export success. However, those performance consequences are dependent on internal and external contingencies. Export dispersion is beneficial for export performance when the export customer environment is more turbulent and, simultaneously, the export technological environment is more stable and the firm has lower levels of export information sharing. In all other scenarios examined in this study, greater levels of concentration of export decision-making (i.e. lower levels of export dispersion) appear to be more beneficial for export performance. Our findings imply that the management of the firm's level of export dispersion is a complex task, whereby the degree of export dispersion pursued needs to match external environmental and internal firm factors.

International business review. -- 2017, v. 26, n. 2, april, p. 239-249

1. Export dispersión 2. Export cross-functional dispersion of influence 3. Export marketing 4. Export performance

## 5

**Global supply network embeddedness and power [Recurso electrónico] : an analysis of international joint venture formations/ Sengun Yenyurt, Steven Carnovale**

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

References: p. 211-213

**Abstract:** As a subset of the international business literature, cross-border equity based partnerships have drawn significant academic attention. In the context of inter-firm partnerships, the power dynamics between parties and the implications that power has on the relational dynamics between firms is an important consideration. Research that connects power with network theory has recently emerged, suggesting that the network, as a source of power, plays a significant role in inter-firm dynamics. Yet, while there has been a substantial body of work either articulating the antecedents and consequences of power, little research has paid attention to the role that power plays in international JV formations; this presents a significant gap in the international business literature. Consequently, this study investigates the role that global network structure plays in the formation of new equity based international partnerships. Secondly, it contributes to the international JV literature by developing and testing a theoretical framework that examines inter-firm power dynamics as derived from the network position of each firm in the global network. Global network prominence, brokerage and weakness are key factors utilized in the analysis. The hypotheses are tested using a global manufacturing joint venture longitudinal dataset that contains 985,689 observations from 1985 to 2003. The results of the event history analysis indicate that for the manufacturer global network prominence, brokerage and weakness play an important role in new joint venture formations. On the other hand, only global network prominence is a significant factor for the potential partner.

International business review. -- 2017, v. 26, n. 2, april, p. 203-213

1. Manufacturing joint-Ventures 2. Global networks 3. Power

## 6

**The influence of competition on international sourcing strategies in the service sector [Recurso electrónico] / Wolfgang Gleich, Bjoern Schmeisser, Miriam Zschoche**

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

References: p. 286-287

**Abstract:** Rising importance of service industries and international trade in services led to increased competition in the service sector. The aim of this study is to analyze the international sourcing behavior of service firms as a strategic means to contend with competition. Our theoretical predictions suggest that there is a U-shaped relationship between a service firm's domestic competitive position and its pursuit of international sourcing: the relationship is first negative and at later stages positive. The international sourcing behavior of domestic competitors and inward investments of foreign rivals are expected to positively affect a service firm's international sourcing magnitude. A large-scale empirical analysis using a panel of 579 German service firms supports our hypotheses.

International business review. -- 2017, v. 26, n. 2, april, p. 279-287

1. Service multinationals 2. International sourcing 3. Competition 4. Inward foreign direct investment

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**Informal institutions and international entrepreneurship [Recurso electrónico] / Etayankara Muralidharan, Saurav Pathak**

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

References: p. 299-302

Abstract: This study examines the influence of three informal institutions, performance orientation, self-expression and social desirability, on the extent of internationalization by early stage entrepreneurial firms. We employed multi-level modeling techniques using 20,656 individual-level responses obtained from the Global Entrepreneurship Monitor (GEM) survey for 39 countries from 2001 to 2008, and supplementing with country-level data obtained from the World Values Survey (WVS) and the Global Leadership and Organizational Behavior Effectiveness (GLOBE) study. The results demonstrate that high performance orientation, high self-expression, and low social desirability of entrepreneurship in societies increase the extent of internationalization by early-stage entrepreneurial firms. The study promotes new theory and empirical findings on the relationship between informal institutions and entrepreneurial agency.

International business review. -- 2017, v. 26, n. 2, april, p. 288-302

1. Informal institutions 2. Internationalization 3. Early-stage 4. Entrepreneurship 5. Multi-level modeling

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**Investigating the causality links between environmental quality, foreign direct investment and economic growth in MENA countries [Recurso electrónico] / Mohamed Abdouli, Sami Hammami**

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

References: p. 276-278

Abstract: This paper investigates the causal relationship between environmental quality, Foreign Direct Investment and economic growth using simultaneous-equation panel data VAR model a panel of 17 MENA countries over the period 1990–2012. Our empirical results pointed out that there is a unidirectional causality running from both FDI stocks and CO2 emissions to economic growth. They also indicate the existence of unidirectional causality running from economic growth to CO2 emissions. However, the results support the occurrence of unidirectional causality from FDI stocks to CO2 emissions. Our empirical result confirms the hypothesis of neutrality for the Environment-GDP link. There is bidirectional causality from CO2CO2emissions and economic growth, and a bidirectional causal relationship between FDI stocks and CO2 emissions. For the global panel, we show that the existence of a unidirectional causality running from FDI stocks to economic growth; a bidirectional causality between economic growth and CO2 emissions; as well as a bidirectional causality between FDI stocks and CO2CO2emissions.

International business review. -- 2017, v. 26, n. 2, april, p. 264-278

1. CO2 emissions 2. Foreign direct investment 3. Economic growth 4. MENA countries

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**National economic disparity and cross-border acquisition resolution [Recurso electrónico] / Mi-Hee Lim, Ji-Hwan Lee**

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

References: p. 363-364

Abstract: This paper explores the effects of national economic disparity on the completion or abandonment of cross-border acquisitions by combining behavioral perspectives of risky decision making and theories of organizational learning. Using a sample of 2445 cross-border acquisitions announced between 1985 and 2008, we show that an acquisition is less likely to be completed when the acquirer is from a more developed country vis-a-vis the target than when the acquirer is from a less developed country. Furthermore, the higher the economic development level of the acquirer's country relative to that of the target, the less likely the deal is to be completed. We also find that the time elapsed between the acquisition announcement and completion dates is shorter as the economic development level of the acquirer's country relative to that of the target is higher.

International business review. -- 2017, v. 26, n. 2, april, p. 354-364

1. Cross-border acquisition 2. Completion 3. Abandonment 4. Acquisition duration 5. National economic disparity 6. Decision making

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**Organizational innovation, technological innovation and export performance [Recurso electrónico] : the effects of innovation radicalness and extensiveness / Goudarz Azar, Francesco Ciabuschi**

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

References: p. 334-336

Abstract: This study focuses on the relevance of different types of innovation for firms' export performance. Despite ample research on the innovation-performance relationship, previous studies have mainly focused on technological innovations, leaving the effects of organizational innovations relatively unexplored. Hypotheses on the relationship between organizational and technological innovations and firm export performance are tested by structural equation modelling using data from 218 Swedish export ventures. The results indicate that organizational innovation enhances export performance both directly and indirectly by sustaining technological innovation. Moreover, by fine-graining our analysis of the mediating role of technological innovation, according to its radicalness and extensiveness, for organizational innovation, we show how the latter enhances both the radicalness and extensiveness of technological innovation although, notably, only extensiveness is actually beneficial for export performance. This study helps alleviate the scarcity of research examining the links among different types of innovation in relation to export performance and contributes to international business and marketing literature by generating new evidence regarding the mechanisms through which organizational and technological innovations may improve export performance.

International business review. -- 2017, v. 26, n. 2, april, p. 324-336

1. Organizational innovation 2. Technological innovation 3. Export performance 4. Innovation radicalness 5. Innovation extensiveness 6. Internationalization

**11****Rapid multinationalization [Recurso electrónico] : propositions for studying born micromultinationals / Heini Vanninen, Olli Kuivalainen, Luciano Ciravegna**

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

References: p. 377-379

Abstract: This study examines how so-called born micromultinationals multinationalize. Existing theoretical frameworks do not capture the multinationalization of young and small firms because of the literature gap separating studies on born globals and international new ventures from the research on multinational enterprises. However, firms go beyond accelerated internationalization and engage in accelerated multinationalization. Born micromultinationals invest and operate in multiple countries from, or soon after, their foundation. We argue that it is necessary to examine their smallness, newness and entrepreneurial nature, as suggested in the BG/INV literature, as well as to investigate why and how they invest abroad through the lenses of MNE theories. We discuss existing theories and examine them in the light of four case studies of Finnish born micromultinationals. Our results show that the organizational, locational and internalization approach and transaction costs economics for example, have explanatory power for the FDIs conducted by born micromultinationals. We suggest that the multinationalization process of born mMNEs consists of commitment decisions; reconfigurations of the value chain; and learning from, and creating and building trust with internal sources.

International business review. -- 2017, v. 26, n. 2, april, p. 365-379

1. Micromultinationals 2. Born micromultinationals 3. Internationalization 4. Multinationalization 5. International new ventures 6. Born globals 7. Networks 8. International strategy

**12****A review of the empirical research on export channel selection between 1979 and 2015 [Recurso electrónico] / Min Li, Xinming He, Carlos M.P. Sousa**

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

References: p. 320-323

Abstract: Export channel selection is an important strategy for exporting firms. Over the last 45 years, there have been a number of studies investigating the antecedents and outcomes of this strategy. However, no single study systematically reviews the findings in this field. In order to address this gap, we review the literature on export channel selection up to 2015 and analyse findings on the determinants and/or consequences of export channel selection. Our review shows that in general export channel selection remains underexplored. We identify a number of issues in the current studies, including lacking knowledge of performance implication of channel selection, missing theoretical bases, weaknesses of research methods. Based on these, this review provides future research directions for development in export channel selection research.

International business review. -- 2017, v. 26, n. 2, april, p. 303-323

1. Export channel selection 2. Export performance 3. Literature review 4. Resource-based view 5. Transaction cost analysis 6. Institutional theory

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**SME foreign market entry mode choice and foreign venture performance [Recurso electrónico] : the moderating effect of international experience and product adaptation / Lina Hollender, Florian B. Zapkau , Christian Schwens**

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

References: p. 260-263

Abstract: Firms' foreign market entry mode choice attracts considerable research attention. However, the performance implications of this choice remain inconclusive, particularly in the context of small and medium-sized enterprises (SMEs). The present paper draws on the resource-based view (RBV) and develops a theoretical model specifically tailored to the context of SMEs in order to study the relationship between entry mode choice and foreign venture performance. Testing hypotheses on 133 German SMEs, we show that international experience as a resource and product adaptation as a capability improve the performance of non-equity entry modes by mitigating liabilities of smallness inherent to SMEs. We furthermore find empirical support for the joint moderating effect of international experience and product adaptation on the focal relation. Our findings contribute to the SME foreign market entry mode literature and have implications for practitioners and future research.

International business review. -- 2017, v. 26, n. 2, april, p. 250-263

1. SMEs 2. Entry mode choice 3. International experience 4. Product adaptation 5. Performance

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**Telecom market liberalization and service performance outcomes of an incumbent monopoly [Recurso electrónico] / Alhassan G. Mumuni, Mushtaq Luqmani, Zahir A. Quraeshi**

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

References: p. 223-224

Abstract: Using data from a high-income, emerging market economy in the Middle East, this study examines changes in service performance outcomes of an incumbent monopoly during different periods in the phased liberalization of the country's telecommunications market. The study draws on Structure-Conduct-Performance (SCP) theory and Social Exchange Theory (SET) to develop hypotheses about expected changes in four customer-based service performance outcomes—service quality perceptions, customer satisfaction, customer loyalty, and customer attitudes. These are tested using data collected in a longitudinal tracking study spanning different periods in the liberalization process. Results show that all four performance outcomes improved significantly during an early post-liberalization period when there was only one additional competitor in the market, but declined slightly during a later period when a second competitor entered the market. However, structural relationships among the outcomes themselves remained invariant across liberalization periods. Policy-making and theoretical implications of the results are outlined and discussed. Although the data come from a single industry in an emerging market economy, a particularly key implication is that while incumbent monopolies may initially harbor a preference for the comfort and 'freedom' that comes with being the only player in the market, under certain circumstances liberalization can actually benefit them through the impetus that it provides for their own service quality improvements.

International business review. -- 2017, v. 26, n. 2, april, p. 214-224

1. Market liberalization 2. Competitive intensity 3. Industry structure 4. Service quality 5. Customer satisfaction 6. Telecommunications market 7. Saudi Arabia 8. Incumbent monopoly

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**When marketing and innovation interact [Recurso electrónico]: the case of born-global firms / Kalanit Efrat, Shaked Gilboa, Moshe Yonatany**

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

References: p. 388-390

Abstract: Previous research on born-global firms (BGs) has emphasized their strong dependency on establishing a competitive positioning from the early days of their existence. While many researchers emphasized BGs' innovativeness as a driver of their competitiveness, the capabilities underlying BGs' innovativeness are still under-researched, specifically, marketing, and innovation-related capabilities. Based on a preliminary stage of in-depth interviews with senior managers, we identified three capabilities, market intelligence generation, marketing adaptability, and team cohesion, that underscore the interaction between innovation and marketing. We then performed a SEM analysis based on data collected from 127 BGs. Our findings indicate that marketing intelligence and team cohesion directly and positively impact BGs' innovativeness. Marketing adaptability was found to be moderated by environmental conditions—economic development and technological development. When economic development is high, salesforce adaptability enhances BGs' innovativeness, while product adaptability or communication adaptability decreases BGs' innovativeness. When technological development is high, product adaptability enhances BGs' innovativeness, while salesforce adaptability decreases BGs' innovativeness.

International business review. -- 2017, v. 26, n. 2, april, p. 380-390

1. Marketing adaptability 2. Market intelligence generation 3. Team cohesion 4. Innovativeness 5. Born global