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Addressing the cross-boundary missing link between corporate political activities and firm competencies [Recurso electrónico] : the mediating role of institutional capital / Yu Gao ... [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. 267-268

Abstract: This study examines the mediating effect of institutional capital on the relationship between corporate political activities (CPA) and firm competencies. By adopting an institutional perspective, we identify the influence of a firm's relational CPA and participation CPA, and its two types of institutional capitals, formal institutional capital (FIC) and informal institutional capital (IIC), on the firm's competencies. Based on survey data from multi-informants in 303 Chinese firms, our results suggest that firms' institutional capital (IIC/FIC) partially/fully mediates the relationship between CPA and firm competencies. The findings provide the evidence that how nonmarket strategy, such as corporate political activities, affects a firm's institutional capital and then its competencies.

International business review. -- 2018, v. 27, n. 1, february, p. 259-268

1. Corporate political activity 2. Institutional capital 3. Internal capability

2

Betrayal intention in exporter-importer working relationships [Recurso electrónico] : drivers, outcomes and moderating effects / Leonidas C. Leonidou [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. 256-258

Abstract: Betrayal is a very common, but relatively under-researched, dark side phenomenon in inter-firm relationships that warrants investigation. We propose a conceptual model of the factors reducing betrayal intention in exporter-importer (E-I) working relationships and its resulting effect on actual betrayal. Using a random sample of 262 indigenous exporters of manufactured goods based in Greece, we confirm that betrayal intention in their relationships with foreign buyers is significantly and negatively affected by four key parameters, namely, trust, communication, long-term orientation, and social bonds. An importer's betrayal intention is subsequently very likely to develop into actual betrayal in the relationship. However, this likelihood is lower in the case of older relationships, as well as those characterized by contractual obligation between the interacting parties.

International business review. -- 2018, v. 27, n. 1, february, p. 246-258

1. Betrayal 2. Buyer-seller relationships 3. Exporting/importing

3**Bring institutions into FDI spillover research [Recurso electrónico] : exploring the impact of ownership restructuring and institutional development in emerging economies / Shufeng (Simon) Xiao, Byung Il Park**

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

References: p. 307-308

Abstract: Extant studies exploring the influences of foreign direct investment (FDI) spillovers on the productivity of local firms have provided conflicting evidence. In particular, they have largely overlooked the important role of institutional mechanisms in the host market in understanding the sources of the variation in FDI spillover effects on the productivity of local firms, especially in the context of emerging markets. Using a comprehensive panel data set of manufacturing firms in China during 1998–2007, our paper presents an integrative framework of how FDI spillovers affect the productivity of local firms in emerging markets. We identify an inverted U-shaped relationship between FDI spillovers and the productivity of local firms in China. This result suggests the coexistence of and the interplay between the opposing mechanisms of FDI spillover learning opportunity and adverse competition. Drawing on the institution-based view, this study also develops contingency frameworks and arguments to explore the question of if FDI spillover effects are contingent on, or independent of, a local institutional context especially in emerging markets. We find that institutional mechanisms, such as the institutionally determined ownership restructuring and the different levels of subnational institutional development within the host emerging market, significantly shape the variation of FDI spillover effects on the productivity of local firms. This research highlights the importance of incorporating institutional effects in understanding the FDI spillover effects in emerging markets.

International business review. -- 2018, v. 27, n. 1, february, p. 289-308

1. FDI spillovers 2. Ownership restructuring 3. Institutional development 4. Emerging economies 5. China 6. Institutions

4**Context, market economies and MNEs [Recurso electrónico] : the example of financial incentivization / James Walker ... [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. 32-33

Abstract: This is a study of the relative utilization of reward systems within and between capitalist archetypes: the study includes not only a closer focus on diversity within and between coordinated market economies, but pays specific attention to the Japanese case, and a systematic comparison of the reward practices adopted by multinational enterprises vis-à-vis their local peers. The study uses the most recent (at the time of writing) wave of the Cranet international survey of HRM. We found clear, firm-level evidence that share schemes and performance related pay exhibit significant differences both within and between varieties of capitalism, highlighting the extent to which key features of reward system continue to vary according to institutional setting, and whether an organization is multinational or not.

International business review. -- 2018, v. 27, n. 1, february, p. 21-33

1. Varieties of capitalism 2. Institutions 3. Incentivization 4. Share ownership schemes 5. Performance related pay 6. Employee categories 7. MNEs

5**Entrepreneurs and internationalization [Recurso electrónico]: a study of Western immigrants in an emerging market / Joyce E.H. McHenry, Denice E. Welch**

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

References: p. 100-101

Abstract: Our interview-based study began as an investigation of Westerners residing in Vietnam. Our sample fell into three groups: local expatriates, expatriate entrepreneurs, and hybrids (those who worked for a multinational while owning a local company). Based on this finding, we re-examined the data to explore expatriates as employers. Two themes emerged. The first revealed expatriate entrepreneurs and hybrids as active market players who were competitors for local talent and/or potential local distributors or partners in Vietnam. The second theme indicated a parallel process: the internationalization of firms entering a foreign market and the internationalization of individuals entering that same market. Our contribution is the opening of the 'homogeneous' black box of Western immigrants and the expansion of the concept of the expatriate entrepreneur, thus reinserting the role of the individual in the process of firm internationalization.

International business review. -- 2018, v. 27, n. 1, february, p. 93-101

1. Expatriate entrepreneurs 2. Internationalization process 3. Immigrants 4. Local expatriates 5. Local talent 6. Host country employees 7. Foreign agents 8. Foreign partners

6**Exploring the relationship between institutional factors and FDI attractiveness [Recurso electrónico] : a meta-analytic review / Nicholas Bailey**

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

References: p. 146-148

Abstract: This meta-analysis attempts to synthesize and review decades of research on the relationship between institutional factors and host country foreign direct investment (FDI) attractiveness. Using prior tests derived from 97 primary studies, we find support for prior theoretical predictions that institutional factors such as political stability, democracy, and rule of law attract FDI, while others such as corruption, tax rates and cultural distance deter it. Further evidence suggests a need for exploration of moderating factors that may influence previous key findings. Specifically, environmental effects such as level of development, region of destination, and competitive industry environment have varying influence on the strength and significance of the relationship. We also explore a number of methodological and economic moderating variables, providing additional interesting insights into previous empirical analyses. We conclude with suggestions for future research that stress a call for further contextualization of the relationship.

International business review. -- 2018, v. 27, n. 1, february, p. 139-148

1. Foreign direct investment 2. FDI attractiveness 3. Institutions 4. Institutional environment 5. Location choice 6. Meta-analysis

7

Exploring the role of internationalization knowledge in fostering strategic renewal [Recurso electrónico] : a dynamic capabilities perspective / Monica Riviere, Gabriele Suder, A. Erin Bass

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

References: p. 76-77

Abstract: Internationalization knowledge (IK) is important to successfully enter and develop competitive strategies abroad. Yet, how IK is advanced and improved across the multinational enterprise (MNE), and how this contributes to the MNE's strategic renewal is less understood. This analysis is based on an in-depth case study of Microsoft International to explore how IK is advanced, improved, and integrated across the enterprise. Our findings suggest that IK plays a critical role in fostering strategic renewal of an MNE. More specifically, sensing, seizing, and transforming capabilities jointly provide the necessary basis that enable IK to facilitate strategic renewal. We contribute to the literature by (1) explicating three categories of IK and their hierarchical relationship; (2) reveal how three distinct capabilities required by MNEs capture and integrate the three categories of IK across the enterprise; and, (3) offering that strategic renewal is triggered by routines based on the development and integration of IK.

International business review. -- 2018, v. 27, n. 1, february, p. 66-77

1. Case study 2. Dynamic capabilities 3. Internationalization knowledge 4. MNE 5. Qualitative 6. Strategic renewal

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Export intensity of foreign subsidiaries of multinational enterprises [Recurso electrónico] : the role of trade finance availability / Quyen T.K. Nguyen, Paloma Almodóvar

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

References: p. 243-245

Abstract: We examine the relationship between the role of trade finance availability and the export intensity of foreign subsidiaries of multinational enterprises (MNEs). In developing our hypotheses, we draw upon insights derived from "new" internalisation theory (international business literature) and international trade finance (international economics literature). We empirically test these hypotheses using survey data compiled from subsidiary managers in six ASEAN countries, supplemented with host-country level data. We conceptualise, empirically test, and establish that the subsidiary-level capability in combining and utilising internal and external debts is an important subsidiary-specific advantage to support export intensity. We find that subsidiaries employ intra-firm loans from MNE internal capital markets and, to some extent, bank loans from external financial institutions to boost their export intensity. Subsidiaries may have concerns about foreign exchange risks, but the use of appropriate foreign exchange risk management is positively associated with export intensity. We discuss the implications of our findings for theory and practice.

International business review. -- 2018, v. 27, n. 1, february, p. 231-245

1. Financing subsidiary exports 2. Subsidiary export intensity 3. Subsidiary-specific advantages 4. New internalisation theory

9

The export performance of emerging economy firms [Recurso electrónico] : the influence of firm capabilities and institutional environments / Sorin M.S. Krammer, Roger Strange, Addisu Lashitew

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

References: p. 229-230

Abstract: We advance a two-stage theoretical model which contends that the export performance of emerging economy firms (EEFs) will depend both upon their firm-specific capabilities and their home institutional environments. Specifically, we argue that EEFs will be more likely to export when facing more uncertainty at home from greater political instability, substantial informal competition, and high corruption. Furthermore, we hypothesize that firms' export intensities will be contingent upon specialized internal capabilities such as a skilled workforce, top managerial experience, and access to external technologies. We test these hypotheses using a dataset of more than 16,000 firms from the four BRIC economies (i.e., Brazil, Russia, China and India). Our results confirm that political instability and informal competition have robust effects on the export propensity of EEFs, whilst export intensity is contingent upon the availability of skilled workers and access to external technologies via licensing.

International business review. -- 2018, v. 27, n. 1, february, p. 218-230

1. Emerging economy firms 2. Export performance 3. Firm capabilities 4. Institutions 5. Heckman selection

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Firm resources, cultural distance and simultaneous international expansion in the retail sector [Recurso electrónico] / Alex Mohr, Georgios Batsakis

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

References: p. 122-124

Abstract: Despite the fact that many firms simultaneously expand into multiple new markets, we know very little about why firms choose this type of international expansion instead of sequentially entering new markets. Drawing on the resource-based view (RBV) we argue that in order to engage in simultaneous international expansion firms have to be able to draw on intangible assets, be financially strong, and have international experience that will enable them to reduce and/or shoulder the strains on managerial resources, time compression diseconomies and costs of simultaneously entering multiple new overseas markets. We further expect the strength of these associations to be moderated by the cultural distance between a firm's home country and newly entered countries. Our analysis of the international expansion of the sales operations of 102 retailers over the period 2003–2012, during which these retailers sequentially or simultaneously entered into a total 836 overseas markets, largely supports our hypotheses. Our study underlines the usefulness of the RBV for understanding simultaneous international expansion as an important phenomenon that has received only scant scholarly attention to date.

International business review. -- 2018, v. 27, n. 1, february, p. 113-124

1. Simultaneous international expansion 2. Resource constraints 3. Time compression diseconomies 4. Costs of doing business abroad 5. Retailers 6. Empirical study

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Foreign ownership and bribery [Recurso electrónico] : agency and institutional perspectives / Jingtao Yi, DaTeng, Shuang Meng

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

References: p. 44-45

Abstract: In this study we examine the effectiveness of formal institutions (as the macro-level mechanism) and external auditing (as the micro-level mechanism) in controlling multinational firms' engagement in bribery. We adopt World Bank's data and investigate 38,673 firms in 113 countries. Our results suggest that a firm's engagement in bribery is positively related to its foreign ownership. Furthermore, we demonstrate the substitute effects of formal institutions and external auditing in controlling this unethical activity. We argue that in a situation whereby formal institutions are weak, a firm's internal governance mechanism plays a vital role in controlling bribery.

International business review. -- 2018, v. 27, n. 1, february, p. 34-45

1. Bribery 2. Institutions 3. Auditing 4. Multinational firms

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How does uncertainty impact opportunity development in internationalization? [Recurso electrónico] / Siavash Alimadadi, Anna Bengtson, Amjad Hadjikhani

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

References: p. 171-172

Abstract: The features of the internationalization of emerging market multinational companies (EMNCs) create a laboratory for extending theory. In this paper, we argue that a high level of asymmetry between prior knowledge and a non-incremental commitment, such as an acquisition, lies at the core of understanding these types of internationalization processes. Our proposed theoretical view is that while some uncertainties in opportunity development are known to the firms and can be managed by available knowledge, disruptive commitments can result in complexes of unstable and unilineal dynamics that bring about unexpected – and hence unforeseeable – uncertainties. These uncertainties may be a source of future unintended consequences that will have an impact on the firm as the internationalization process unfolds. This view is used for analysis of a longitudinal case study concerning the acquisition of a Swedish firm, Vargön Alloys, by the Turkish corporation Yildirim Group, focusing on the opportunity discovery and exploitation period between 2008 and 2013. By dividing uncertainty into two types (foreseeable and unforeseeable) and analysing the hidden problems that emerged after the sudden fusion of the two networks, the study nuances understanding of the emergent and non-orderly nature of the internationalization process as it unfolds. From a process point of view, the study may aid deeper understanding of complications when discovering and exploiting opportunities.

International business review. -- 2018, v. 27, n. 1, february, p. 161-172

1. Internationalization process 2. Opportunity development 3. Unforeseeable uncertainty 4. Unintended consequences 5. Turkey 6. Sweden

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How “space” and “place” influence subsidiary host country political embeddedness [Recurso electrónico] / Patricia Klopf, Phillip C.Nell

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

References: p. 195-197

Abstract: As a part of multinational corporations (MNCs), subsidiaries operate in distinct host countries and have to deal with their external context. Host country political embeddedness, in particular, helps subsidiaries to obtain knowledge and understanding of the regulatory and political context, and to get access to local networks. Moreover, they get some guidance and support from their headquarters. Distance between MNC home and host countries, however, alienates subsidiaries from the MNC and influences the extent of subsidiary host country political embeddedness. We suggest that the host country political and regulatory context moderates the effect of distance on subsidiary host country political embeddedness by reducing the need and/or value of headquarters support. Using a sample of 124 European manufacturing subsidiaries, we find that distance (space) and context (place) matter jointly: the impact of distance is stronger for subsidiaries that operate in host countries with low governance quality and low political stability in place.

International business review. -- 2018, v. 27, n. 1, february, p. 186-197

1. Political embeddedness 2. MNC subsidiaries 3. Headquarters-subsidiary relationships 4. Institutional theory 5. Distance 6. Institutions

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The influence of firm-specific and country-specific advantages in the internationalization of emerging market firms [Recurso electrónico]: evidence from Turkey / Attila Yaprak, Turkan Yosun, Dilek Cetindamar

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

References: p. 206-207

Abstract: This paper examines the role of institutional factors that enable firm- and country-specific drivers of emerging market (EM) firms' internationalization based on case-based research conducted in one EM, Turkey. Findings indicate that 10 major factors comprised of firm-specific and country-specific advantages drove the focal case study firms abroad: the firm-specific factors ranged from financial and operations supremacy; excellence in value chain activities; inexpensive human resources; rapid learning capabilities in production and technology development; and adaptability to foreign markets; while the country-specific factors included home-government policies supporting internationalization; logistical advantages arising from geographical position; adaptability capabilities resulting from former survival through institutional voids; strong social ties formed through networks; and availability of low cost resources. These findings are discussed and future research questions are offered.

International business review. -- 2018, v. 27, n. 1, february, p. 198-207

1. Firm-specific advantages 2. Country-specific advantages 3. Internationalization of emerging market firms 4. Turkey

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The logic behind foreign market selection [Recurso electrónico]: objective distance dimensions vs. strategic objectives and psychic distance / Giovanna Magnani, Antonella Zucchella, Dinorá Eliete Floriani

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

References: p. 18-20

Abstract: The aim of this paper is to highlight the importance of the firm's strategic objectives regarding the choice of countries for foreign expansion, complementing the existing literature on the internationalisation process. Through a multiple case study methodology, we conduct a comparative analysis of three Brazilian ventures that have internationalised in Italy, and three Italian firms that have internationalised in Brazil, seeking to investigate the firms' decisions on the selection of foreign markets. We consider jointly the objective aspects of distance, the overall perceptions of the decision-makers in relation to the differences between the domestic and (potential) host countries, and the firm's strategic objectives. This research contributes to International Business studies by revealing the role of firm-specific strategic objectives as determinants of foreign market selection, in addition to, or even on top of, the dimensions of objective distance and psychic distance.

International business review. -- 2018, v. 27, n. 1, february, p. 1-20

1. Distance 2. Asymmetry 3. Relativity 4. Strategic objectives 5. Foreign market selection 6. Multiple case study

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Much ado about nothing [Recurso electrónico] : no fear of becoming a multinational / Amaia Altuzarra, Ricardo Bustillo, Carlos Rodríguez

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

References: p. 64-65

Abstract: This paper compares the home employment performance of Spanish "switching" companies, which carry out Foreign Direct Investment for the first time, with employment performance corresponding to non investing local (national) companies. We use data from manufacturing firms for the period 2000–2013. The counterfactual group of national companies is obtained using the Propensity Score Matching technique with a large sample of firms. The analysis shows that the reduction in employment was less relevant among switching companies in comparison with local ones. This result permits us to conclude that internationalization through foreign direct investment is not causing a more intense reduction in employment among parent companies than among local firms. This holds also true for the period prior to the crisis (2000–2007).

International business review. -- 2018, v. 27, n. 1, february, p. 56-65

1. Difference in difference estimation 2. Propensity score matching 3. Outward foreign direct investment 4. Employment 5. Internationalization

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The multi-faceted role of experience dealing with policy risk [Recurso electrónico] : the impact of intensity and diversity of experiences / Alfredo Jiménez ... [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. 110-112

Abstract: Firms learn from their previous experience, transform routines into knowledge and thus develop capabilities. This holds for the market- and the non-market environment likewise. Experience is therefore useful to deal with policy risk arising from potential discretionary and opportunistic behavior of political authorities, such as governments. We argue that firms can not only learn from the intensity of experience dealing with policy risk, but also from the exposure to a more diverse range of policy risk across different political environments. Testing a sample of 164 Spanish multinational firms, we find that the positive impact of diversity of experiences on the scope of internationalization is more important than the intensity of experience. Moreover, we also find a moderating impact between both types of experience. Overall, our findings emphasize the multi-faceted nature of experience and the need to disentangle the impact and interrelationships of its different components.

International business review. -- 2018, v. 27, n. 1, february, p. 102-112

1. Policy risk 2. Experience 3. Intensity 4. Diversity 5. Foreign direct investment 6. Multinational enterprises 7. Scope of internationalization 8. Political capabilities 9. Political risk 10. Organizational learning

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Post-entry survival of developing economy international new ventures [Recurso electrónico] : a dynamic capability perspective/ Zaheer Khan, Yong Kyu Lew

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

References: p. 158-160

Abstract: Recent research suggests that the capabilities needed for the survival of international new ventures (INVs) may be at odds with the original aims that had brought them into the international markets. INV mortality is exacerbated by uncertainty and lack of familiarity with the host market environment, which elevates the liabilities of newness, smallness, and foreignness in the initiating companies. We investigate the key factors that determine the post-entry survival of developing economy INVs by analyzing in-depth seven software INVs originating in the developing economy of Pakistan. These INVs survived the 2000 dotcom crisis and the 2008 global financial crisis, and continue to grow. Based on a dynamic capability view on the INVs' internationalization and survival from sensing-seizing-reconfiguration angles, we find the founders' entrepreneurial orientations and network development capabilities (sensing), specialized product focus and niche market development (seizing), and transformation and renewal capabilities (reconfiguration) are the key capabilities that enhance the post-entry survival of these INVs. Importantly, we find that a stable leadership and the post-entry international experience of the leadership team continuously feed into facilitating the creation and maintenance of dynamic capabilities. This paper identifies key strategic aspects that determine the post-entry survival of the developing economy INVs.

International business review. -- 2018, v. 27, n. 1, february, p. 149-160

1. International new venture 2. Internationalization 3. Dynamic capability 4. Post-entry survival 5. Specialization 6. Stable leadership

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Rigidity in SME export commencement decisions [Recurso electrónico] / AlvinTan, Paul Brewer, Peter Liesch

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

References: p. 53-55

Abstract: In an increasingly globalised world, firms generally have become more internationalised utilising a range of different modes of operation. In the case of small-medium sized enterprises (SMEs), exporting is the favoured mode of international market entry, at least in the early stages of internationalisation, and many governments have supported SME exports through export promotion policies because of the importance of SMEs in employment creation. However, in spite of this policy focus, in most countries, the proportional involvement of SMEs in exporting remains low, which raises an important question as to what factors are inhibiting firms that are successful domestically from exporting. In addressing this question, much scholarly research has focused on the broad concept of 'export barriers'. These barriers, for example, tariffs, quotas and administrative obstacles, are seen as a primary source of export reluctance. This paper takes a different approach to previous studies and proposes that a firm's resistance to exporting can be better understood through an analysis of the behavioural decision process of firms in line with the Uppsala internationalisation model. We propose 'lateral rigidity', first introduced in the literature in the 1970s, as an important concept in export commencement. By applying factor analysis to a survey of Australian SMEs, we provide a measurement model for lateral rigidity, revealing its important factors and thus strengthening understanding of firms' export commencement decisions. We conclude by drawing implications for internationalisation theory, practice and public policy and suggesting ways to extend this work through future research.

International business review. -- 2018, v. 27, n. 1, february, p. 46-55

1. Firm internationalisation 2. Export commencement decision 3. Pre-export model 4. Uppsala model 5. Lateral rigidity

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The role of economic and normative signals in international prosocial crowdfunding [Recurso electrónico] : an illustration using market orientation and psychological capital / Vivien E.Jancenelle, Rajshekhkar (Raj) G.Javalgi, Erin Cavusgil

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

References: p. 216-217

Abstract: Entrepreneurs in emerging nations are increasingly seeking microloans on international crowdfunding platforms composed of prosocial lenders primarily seeking non-monetary returns. Drawing on signaling theory, we posit that economic signals (as illustrated by market orientation) and normative signals (as illustrated by psychological capital) embedded within borrower narratives will influence funding time. A Computer-Assisted-Text-Analysis (CATA) of 130,964 profiles across 49 countries suggests that borrower cues of customer orientation, competitor orientation, long-term focus, profitability focus, confidence, and optimism are positively associated funding time, while cues of coordination, hope, and resilience are negatively associated with funding time. Prosocial lenders seem less inclined to lend to borrowers that exhibit a desire for economic success or normative expectations for positive outcomes in the future, while they seem to lend more rapidly to those exhibiting current hardship or a concern for people. A discussion of these findings and their implications for poverty alleviation concludes the study.

International business review. -- 2018, v. 27, n. 1, february, p. 208-217

1. Microfinance 2. Entrepreneurship 3. Prosocial crowdfunding 4. Prosocial lending 5. Emerging nations 6. Market orientation 7. Psychological capital 8. Signaling theory

21

Selling digital services abroad [Recurso electrónico] : how do extrinsic attributes influence foreign consumers' purchase intentions?/ Ferran Vendrell-Herrero ... [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. 184-185

Abstract: This article investigates, through the country-of-origin effect and value-in-use lenses, how the implementation of digital services creates opportunities for cultural industries to expand internationally. We argue that intrinsic attributes of cultural content such as the capacity to entertain are difficult to parameterize because they are somewhat experiential and subjective. This means that extrinsic cues are essential to foreign consumers when making a decision to purchase digital services. We specifically evaluate the influence of Britishness, cultural distance, exoticness, brand image, and flag-brand congruence on the purchase intentions of consumers in foreign markets. This study employs a unique consumer dataset with information on the internationalization of British cultural digital services. The depth and breadth of the survey data collected through collaboration with a UK media industry partner with a globally recognised brand is significantly richer than data used in previous studies. In particular, the study exploits a survey with 5,200 usable data points from consumers residing in fourteen geographically dispersed countries. Findings support theoretical predictions that Britishness, cultural distance, exoticness, brand image and flag-brand congruence are positively linked to the purchasing decisions. Theoretical and managerial implications are discussed.

International business review. -- 2018, v. 27, n. 1, february, p. 173-185

1. Country of origin 2. Value-in-use 3. International expansion 4. Digital services 5. Cultural distance 6. Purchasing intentions

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Sovereign wealth fund governance and national culture [Recurso electrónico] / Raj Aggarwal, John W. Goodell

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

References: p. 90-92

Abstract: As sovereign wealth funds (SWFs) are owned and directed by sovereign governments which often have non-economic strategic motives and concomitant lack of transparency, there is much confusion, suspicion, and concern regarding the purpose of their investments. Strategic or non-economic motives for SWF investments are usually conveyed via respective governing boards of directors. Therefore, there is much need for understanding SWF governance. Using data for 49 large SWFs globally, we document significant and economically important evidence of the impact of national culture on SWF governance. Even when controlling for the quality of respective national governance, we find that poorer SWF governance is associated with the cultural dimensions of power distance, individualism, and most likely masculinity; while better SWF governance is associated with long-term orientation, indulgence and uncertainty avoidance. These results are consistent with what others have noted: good governance means different institutional dynamics in different countries (cultures). We also find that SWF governance is negatively associated with greater investment in foreign assets. Policy makers, capital-market participants, and managers will be interested in these results, as SWFs have become large and important global investors.

International business review. -- 2018, v. 27, n. 1, february, p. 78-92

1. Sovereign wealth funds 2. Governance 3. Transparency 4. National culture 5. Strategic investments 6. Non-economic motives 7. Pension funds

23

Top management team characteristics and firm internationalization [Recurso electrónico] : the moderating role of the size of middle managers / Peng-Yu Li

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

References: p. 136-138

Abstract: This paper examines the influence of the top management teams' (TMTs) characteristics, including tenure and international experience, on the degree of firm internationalization. In addition, this study explores the moderating effect of the size of middle managers (MMs) on the relationship between the TMT characteristics and the degree of firm internationalization. This study use the information-process perspective to emphasize that MMs provide information processing capabilities that assist TMTs as they cope with the high information-processing demands of the strategic decision-making process in international markets. We test the hypotheses using a sample of listed manufacturing firms in the electro-optical and textile industries during the 2006–2010 period. The findings indicate that TMT tenure has an inverted U-shaped relationship with firm internationalization and TMT international experience has a positively affect the firm internationalization. Furthermore, we find that large MM size positively enhances the inverted U-shaped relationship between TMT tenure and firm internationalization.

International business review. -- 2018, v. 27, n. 1, february, p. 125-138

1. Top management team 2. Middle manager size 3. Internationalization 4. Information-processing perspective

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Why do self-initiated expatriates quit their jobs [Recurso electrónico] : the role of job embeddedness and shocks in explaining turnover intentions / Taiba Hussain, Stephen Deery

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References: p. 286-288

Abstract: Retaining self-initiated expatriates is a challenge for many organizations. Self-made expatriates tend to be mobile. They are willing to manage their own careers and to take up opportunities to live and work in countries of their own choice. Despite their importance as a source of human capital there are few studies on the work experiences of self-initiated expatriates and on the factors that affect their decisions to stay or leave their jobs. This article examined the effects of both job embeddedness and shocks on the turnover intention of self-initiated expatriates. Drawing on a sample of 204 self-initiated expatriates working in public healthcare organizations in the United Arab Emirates we found that both on-the-job embeddedness and shocks played a key role in predicting turnover intentions. The study also revealed that off-the-job embeddedness moderated the relationship between shock and turnover intentions such that self-initiated expatriates were more likely to consider leaving their organizations when they were firmly embedded in their community. We discuss the practical and theoretical implications of these findings.

International business review. -- 2018, v. 27, n. 1, february, p. 281-288

1. Self-initiated expatriates (SIEs) 2. Turnover intention 3. Shocks 4. On-the-job embeddedness 5. Off-the-job embeddedness