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The development of IB as a scientific field [Recurso electrónico] / Lars Engwall, Cecilia Pahlberg, Olle Persson

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: International business (IB) is today an established field in business studies with two professional associations and numerous academic publications. However, it is much younger than many other fields in the management area. Although economists were focusing on international issues even before, it was not until after the Second World War that IB started to emerge as a scientific field. The purpose of this paper is to analyse this development from the early days up to the present time. In so doing, using a theoretical framework, it focuses on the organizing of the field, i.e. how early informal contacts eventually led to the formation of formal organizations, the launching of journals, and with the passage of time the publishing of handbooks. The paper provides empirical evidence of all these steps. In this way it presents data on significant contributions to the field.

International business review. -- 2018, v. 27, n. 5, october, p. 1080-1088

1. IB development 2. AIB 3. EIBA 4. IB journals

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Do MNEs from developed and emerging economies differ in their location choice of FDI? [Recurso electrónico] : a 36-year review/ Xiaoqing 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. 1101-1103

Abstract: This study examines the extent to which MNEs from developed (DMNEs) and emerging (EMNEs) economies differ in Location behaviour. Studies on MNE location choices have failed to capture the changing FDI landscape and leave the inconsistent findings unexplained. We address this gap by systematically reviewing the extant literature on location choices of DMNEs and EMNEs over the past 36 years – from the introduction of the OLI model to 2016. Key themes emerging from the review reflect a comprehensive picture, capturing the impact of multiple factors affecting location choices of DMNEs and EMNEs. Future research is challenged by: a. adopting an integrated approach examining three levels – individual (managerial), firm (ownership structure, type of FDI, internationalisation stages, and the different nature of ownership advantage), and context of location decisions (home, host, sub-national, regional, supranational, and networking); b. refining or developing theories to capture the dynamic picture of MNE internationalisation.

International business review. -- 2018, v. 27, n. 5, october, p. 1089-1103

1. Location choice 2. FDI 3. MNE 4. Emerging and developed economies

3**The effect of matching on perceived export barriers and performance in an era of globalization discontents [Recurso electrónico] : empirical evidence from UK SMEs / Rudolf R. Sinkovics, Yusuf Kurt, Noemi Sinkovics**

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

References: p. 1076-1079

Abstract: In this study we examine the effect of matching, a comprehensive networking concept, on the perceived export barriers and export performance of small exporting firms. We introduce matching as a moderating variable affecting the link of perceived internal/external export barriers to export performance. Using a sample of 106 UK-based exporting small and medium enterprises (SMEs), we find that matching alleviates the negative impact of perceived internal export barriers on export performance. Furthermore, the empirical results show that export experience and export commitment reduce managers' perceived internal and external export barriers. The study shows that matching, as a networking-tool at multiple levels, can help to overcome export barriers, thus providing a mechanism to offset challenges opened up through nationalistic policies.

International business review. -- 2018, v. 27, n. 5, october, p. 1065-1079

1. Matching 2. Export barriers 3. Export commitment 4. Export performance 5. SMEs 6. Anti-globalization

4**Exporter-importer business relationships [Recurso electrónico]: past empirical research and future directions / Bilge Aykol, Leonidas C. Leonidou**

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

References: p. 1019-1021

Abstract: We present a systematic and comprehensive review of the extant empirical literature on exporter-importer business relationships during the period 1975–2017. The review covers 196 articles published in academic journals, which were content-analyzed with their theoretical background, research design, scope of research, sampling/data collection methods, data analysis, and thematic areas covered. Our findings reveal that this line of research is characterized by: (a) a sound theoretical foundation, the most frequent theories being the behavioral paradigm, transaction cost economics, and relational exchange theory; (b) heavy emphasis on formalized, statistical, cross-sectional, and causal research designs; (c) focus on single-country studies, conducted mainly in Europe, Asia, and North America; (d) a tendency to employ probabilistic samples, of a relatively large size; (e) an adoption of relatively sophisticated methods to purify and analyze data collected; and (f) an emphasis on topics relating to behavioral and structural relational dimensions, followed by external and internal influences. Guidelines for researchers focusing on exporter-importer relationships are provided, as well as suggestions for potential new research topics.

International business review. -- 2018, v. 27, n. 5, october, p. 1007-1021

1. Exporter-importer relationships 2. Literature review 3. Exporting 4. Importing

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International entrepreneurial marketing strategies of MNCs [Recurso electrónico] : bricolage as practiced by marketing managers/ Man Yang

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

References: p. 1054-1056

Abstract: The extant research lacks information on entrepreneurial marketing in large international firms. This study explores the international entrepreneurial marketing strategies of multinational corporations (MNCs), and its results reveal that MNC marketing managers use bricolage to develop international entrepreneurial marketing. A novel finding of the study is that the international entrepreneurial marketing strategies of MNCs include co-innovation, accelerating customer value, and international expansion based on regional market leadership. Marketing managers use both parallel and selective bricolage in their international entrepreneurial marketing. Environmental uncertainty and entrepreneurship culture are important drivers of the implementation of bricolage to develop international entrepreneurial marketing. The research findings can inform MNC management of the options available to utilize corporate venturing to facilitate bricolage and in turn to realize international entrepreneurial marketing strategies.

International business review. -- 2018, v. 27, n. 5, october, p. 1045-1056

1. International entrepreneurial marketing 2. Multinational corporations 3. Bricolage

6

Internationalization pattern of creative-cultural events [Recurso electrónico] : two cases from Canada / Hamid Etemad, Hamed Motaghi

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

References: p. 1044

Abstract: This paper characterizes the internationalization of creative-cultural events through in-depth, longitudinal and ethnographic case-studies of two typical events. It develops four families of propositions based on the extant theory and tests them against their corresponding aspects of the two case-studies. This comparative examination indicates varying levels of supports; and also points to significant differences from traditional patterns of internationalizations processes. This paper's contributions are in identifying differences in such events' internationalization pattern and suggesting theoretical explanation for them. A combination of firm-specific advantage (e.g., creative and cultural) and the event's home location-specific advantages offer a theoretical approach as they attract both the viewers and creative service-providers from the rest of the world to the home of these events. The paper explores the implication for further theoretical research, management of such events and public policy formulations.

International business review. -- 2018, v. 27, n. 5, october, p. 1033-1044

1. Creative-cultural events 2. Creative advantages 3. Home-locational advantages 4. Patterns of internationalization 5. Montreal international jazz festival 6. Winter carnival of Quebec city 7. Internationalization of creative services

7

Mass prestige value and competition between american versus asian laptop brands in an emerging market [Recurso electrónico] : theory and evidence / Ajay Kumar, Justin Pau

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

References: p. 979-981

Abstract: In recent years, competition between brands have been linked to mass prestige associated with the brands. Mass Prestige (Masstige) is very important to study, and yet it is a relatively less investigated construct in the literature. This study is an attempt to contribute to the literature grounded in masstige theoretical approach by examining the prestige associated with the four best-selling laptop brands: 1) two American brands (HP, Dell); and 2) two Asian brands (Lenovo and Acer). We analyzed the competition between these brands in the second fastest growing emerging market, India. In order to measure masstige value, we used the Masstige Mean scale (Paul, 2015). The results show that American brands have the potential to be seen as prestige brands while Asian brands are trailing behind in masstige value and competition. Finally, but not less important, this paper discusses the potential reasons for different masstige value of four laptop brands.

International business review. -- 2018, v. 27, n. 5, october, p. 969-981

1. Mass prestige 2. Brand equity 3. Prestige brands 4. Competition 5. Strategic brand management 6. Emerging market

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National culture and environmental responsibility research revisited [Recurso electrónico] / Johan Graafland, Niels Noorderhaven

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

References: p. 967-968

Abstract: While environmentally responsible corporate strategies become increasingly mainstream (Lacy, Cooper, Hayward, & Neuberger, 2010), there are noteworthy international differences in the extent to which companies have embraced practices reflecting Corporate Environmental Responsibility (CER) (e.g., Wiengarten, Pagell, & Fynes, 2013). These differences can in part be explained on the basis of the level of economic and social development of nations (Baughn, Bodie & McIntosh, 2007). Business strategies are not developed in a vacuum, but are influenced by the societal context of companies, and recently researchers have started to uncover the societal roots of attitudes towards CER. Two different aspects of national societal contexts can be distinguished: the institutional environment and the cultural environment (Ioannou & Serafeim, 2012). It stands to reason that the formal institutional environment impacts on CER policies of firms, as this environment includes regulative elements like rules, sanctions and regulations (Scott, 2001). These formal institutional elements are likely to alter the cost-benefit analysis of environmental policies (Palmer, Oates, & Portney, 1995) and hence directly influence decisions with regard to CER. The cultural environment, including informal institutional elements like values and norms, in contrast, is likely to exert a more indirect influence on CER policies.

International business review. -- 2018, v. 27, n. 5, october, p. 958-968

1. Corporate environmental responsibility 2. National culture 3. Indulgence-restraint

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Organizational slack as an enabler of internationalization [Recurso electrónico] : the case of large brazilian firms / Jorge Carneiro, Vassilik Bamiatzi, S. Tamer Cavusgil

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

References: p. 1064

Abstract: In this paper, we address an empirical puzzle. We note that a deliberate and serious drive to internationalize has occurred rather late in the evolution of large Brazilian firms. Meanwhile, and despite their late internationalization, these Brazilian firms expanded rapidly and intently. Despite the rich literature on Emerging Market Multinational Enterprises (EMNEs), there is still much contention on what drives rapid EMNE internationalization, particularly for the less explored firms from Latin America. Using an inductive case study of five leading Brazilian MNEs, we bring new insights on this neglected question. We unveil that the existence of organizational slack (of operational, managerial, and financial nature) can indeed facilitate rapid internationalization, particularly when triggered by unique home country conditions (e.g., regulation; rising cost of doing business at home; exhaustion of profitable growth opportunities in the domestic market).

International business review. -- 2018, v. 27, n. 5, october, p. 1057-1064

1. Organizational slack 2. Internationalization 3. Brazilian firms 4. Emerging market multinationals 5. Latin american multinationals

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Person-environment fit and emotional control [Recurso electrónico] : assigned expatriates vs. self-initiated expatriates / Jakob Lauring, Jan Selmer

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

References: p. 990-992

Abstract: Studies exploring the difference of assigned expatriates (AEs) and self-initiated expatriates (SIEs) have recently started to emerge. However, so far few results have been connected to theory developed in this area. In the current study, we use responses from 324 business expatriates in China and take departure in the two elements of the person-environment fit theory, supplementary fit and complementary fit. We use the supplementary fit element of this theory to explain why emotional control (low dispositional anger and high self-control) increases performance and satisfaction in China. We rely on the complementary element of person-environment fit theory for understanding why this effect may vary between AEs and SIEs. Our argument is that as opposed to SIEs, AEs could add contact and knowledge from the parent company to the local organization thus complementing it. Our findings, with regard to supplementary fit, show that self-control has a positive association with both job performance and job satisfaction while trait anger has a negative effect on job satisfaction. In relation to complementary fit, also as expected, we found a buffering moderation effect of being AE, meaning that the negative effect of their trait anger on job satisfaction was diminished for this group.

International business review. -- 2018, v. 27, n. 5, october, p. 982-992

1. Personality 2. Assigned expatriates 3. Emotions 4. Self-initiated expatriates 5. Anger 6. Self-control 7. Person-environment fit

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Resources, home institutional context and SMEs' exporting [Recurso electrónico] : direct relationships and contingency effects/ Dimitris Manolopoulos, Erifili Chatzopoulou, Constantina Kottaridi

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

References: p. 1003-1006

Abstract: Research highlights the role of resources in SMEs' exporting but is less forthcoming with respect to entrepreneurial perceptions of home institutional quality. Drawing on institution-based lenses, we distinguish among formal, informal, and regulatory institutions, which in concert with firm resources are expected to influence SMEs' export behavior. Our predictions are tested on a sample of 150 firms located in Greece. The analysis of direct relationships shows that formal and informal institutional dimensions affect significantly, but differently, SMEs' export activity. The analysis of interaction effects demonstrates that resource decisions for exporting are contingent upon entrepreneurial perceptions of the home institutional context, such that SMEs respond to formal and informal domestic institutional weaknesses by intensifying resource allocations to fuel export sales. In an opposite direction, export regulatory complexity reverses the positive resources-exporting link. These findings suggest the importance of home institutions in the exporting field.

International business review. -- 2018, v. 27, n. 5, october, p. 993-1006

1. Small and medium-sized firms 2. Food and beverages 3. Exporting 4. Home institutional quality 5. Resource-based view 6. Interaction effects

12

Service quality delivery in a cross-national context [Recurso electrónico] / Ying Zhu, Susan Freeman, S. Tamer Cavusgil

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

References: p. 1031-1032

Abstract: Consumption of a broad range of services ranging from tourism to hospitality by an increasingly global mix of customers, especially from the new millennium of the emerging middle class, is creating an interesting challenge for service providers. What are the macro-environmental (cultural, historical, economic, political etc.) influences on service culture and on service quality delivery? Drawing on the expectancy-disconfirmation theory, this qualitative study provides insights on profound macro-environmental drivers of attitudes towards service quality delivery from a cross-national context. Based on comparative, country-based industry insights that highlight employee attitudes from advanced and emerging markets, we discuss the impact from a cross-national service quality delivery perspective. By examining comparative country contexts in growing service sectors, as in hospitality and tourism, we develop and present a conceptual model of cross-national service quality delivery.

International business review. -- 2018, v. 27, n. 5, october, p. 1022-1032

1. Service culture 2. International comparison 3. Expectancy-disconfirmation theory 4. Service quality delivery

13

Stakeholder pressures, EMS implementation, and green innovation in MNC overseas subsidiaries [Recurso electrónico] / Norifumi Kawai, Roger Strange, Antonella Zucchella

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

References: p. 944-946

Abstract: In this paper, we address the issue of green innovation by the overseas subsidiaries of multinational corporations (MNCs). Drawing upon stakeholder theory and institutional theory, we propose a conceptual model to explain how stakeholder pressures in host countries prompt MNC subsidiaries to undertake green product and process innovations. Our findings indicate that MNC subsidiaries need to meet market stakeholders' pressures in order to achieve social legitimacy in host countries, and that the implementation of formal environmental management systems (EMS) is an important mechanism translating these pressures into green innovation initiatives. Furthermore, we find that the positive relationship between market stakeholder pressures and EMS implementation is reinforced by global 'green' institutional pressures in the different host countries.

International business review. -- 2018, v. 27, n. 5, october, p. 933-946

1. Green innovation 2. MNC subsidiaries 3. Stakeholder pressures 4. Environmental management systems 5. Global institutional pressures

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Subsidiary knowledge creation in co-evolving contexts [Recurso electrónico] / Paul Ryan ... [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. 931-932

Abstract: In this paper we explore how the MNE subsidiary's role internally within its corporation evolves through knowledge creation in accordance with an evolving external local knowledge network, and the extent to which the interwoven coevolving context matters for, and may be guided by the subsidiary. We conducted a qualitative investigation of purposely selected subsidiaries as case studies and longitudinally tracked the interwoven co-evolving contexts of their internal corporate role and external knowledge network. We show why role evolution may be differential and illustrate how competence-creating subsidiaries can balance and simultaneously manage the guided co-evolution of both contexts to advance their roles for knowledge creation. We develop a dynamic framework of subsidiary role evolution at the nexus of these interwoven co-evolving contexts. This advances theory on the dual embedded subsidiary as previous studies have predominantly been cross-sectional and static rather than evolutionary.

International business review. -- 2018, v. 27, n. 5, october, p. 915-932

1. Subsidiary 2. Competence-creator 3. Knowledge 4. Co-evolution 5. Dual networks 6. Longitudinal

15

Trade credit and determinants of profitability in Europe [Recurso electrónico] : the case of the agri-food industry / Alfredo Juan Grau, Araceli Reig

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

References: p. 956-957

Abstract: The objective of this paper is to analyse the effect that trade credit has on the determinants of profitability during the crisis period in Europe. We use panel data for a total of 24,177 European agri-food companies from 2010 to 2014. Among our main contributions, we highlight that we isolate the sector effect and study the country effect by separating the different policies and customs with respect to the granting of trade credit. The results confirm, in general, that trade credit affects profitability depending on the country and the characteristics of size, specificity, market power or reputation.

International business review. -- 2018, v. 27, n. 5, october, p. 947-957

1. Trade credit 2. European countries 3. Agri-food industry 4. Profitability 5. Financial crisis