

1

Additive manufacturing and the global factory [Recurso electrónico] : disruptive technologies and the location of international business/ Martin Hannibal, Gary Knight

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

References: p. 1126-1127

Abstract: Additive manufacturing (AM) is an emergent technology that is shifting the nature of production, sourcing, and other value-chain activities. AM has the potential to substantially disrupt the structure and operations of international business. In this paper, we leverage the global factory concept (e.g., Buckley & Ghauri, 2004) to frame our discussion of the likely impact of AM on global production. We identify and conceptualize specific variables and relationships to offer a nuanced explanation that highlights the potential re-distribution of global production at four levels of analysis – global, country, local area, and household. We propose how key variables – Intellectual Property Status, Industrial Standards, Branding, Aesthetics, Authenticity, Material Type, Complexity, Customization, Size, Logistical Complexity, Delivery Timeliness, Demand, Access, and Technical Competence – likely will impact localization of production. We examine industries and production activities likely to be most affected by AM. We conclude with a discussion of managerial and practical implications and identify avenues for further research.

International business review. -- 2018, v. 27, n. 6, december, p. 1116-1127

1. Global factory 2. Additive manufacturing 3. Distributed digital manufacturing 4. Disruptive technology

2

The antecedents of early internationalization [Recurso electrónico] : a configurational perspective / Luciano Ciravegna ... [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. 1210-1212

Abstract: The literature on international business and international entrepreneurship provides multiple explanations for early internationalization. Using fuzzy-set qualitative comparative analysis, this study examines the antecedents of early internationalization for small firms based in a small economy, focusing on entrepreneurs' attitudes toward the economic opportunities available in their domestic market, the risk of internationalizing, and the profitability of entering foreign markets. Three additional antecedents are examined: unsolicited orders, existence of underutilized capacity, and the behavior of competitors. The study uncovers three distinct combinations of antecedents that are equifinally linked to the early internationalization of small enterprises, and contributes to the literature through a multi-causal, configurational approach.

International business review. -- 2018, v. 27, n. 6, december, p. 1200-1212

1. Early internationalization 2. International entrepreneurship 3. Antecedents of internationalization 4. Small enterprises 5. Qualitative comparative analysis 6. Configurational approach

3**Business values dimensions [Recurso electrónico] : a cross-culturally developed measure of workforce values / David A. Ralston, Craig J. Russell, Carolyn P. Egri**

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

References: p. 1198-1199

Abstract: Using a stratified random sample drawn from 11,709 business professionals' survey responses across 26 societies, we investigated and failed to find support for the construct validity of the Schwartz Values Survey's (SVS) a priori 10-factor circumplex model of human values, originally developed from student and teacher responses. Subsequent exploratory factor analysis estimated an initial five-factor solution, the Business Value Dimensions (BVD) model. In turn, CFA supported the cross-cultural validity of this alternative configuration of values for business professionals. Internal consistency reliabilities for these five values factors are reported for the 26 societies plus an additional 25 societies that did not meet sample size criteria to be included in the analyses. As a result, findings are provided for a total of 51 societies (14,724 business professionals). We present the five-factor BVD model for use in future international research with business professional populations.

International business review. -- 2018, v. 27, n. 6, december, p. 1189-1199

1. Business values dimensions 2. Construct development 3. Cross-cultural values 4. Values scale development 5. Schwartz values survey 6. Factor analysis

4**Corporate ownership and the theory of the multinational enterprise [Recurso electrónico] / Roger Strange**

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

References: p. 1236-1237

Abstract: This paper makes a contribution to the theory of the multinational enterprise (MNE) and, in particular, to why firms undertake foreign direct investment (FDI) rather than alternative strategies. We argue that FDI and its strategic alternatives involve different patterns of costs and returns over time, and hence different levels of risk and uncertainty. Traditional theories of the MNE conceptualize the firm as a risk-neutral decision-making entity with short-term efficiency objectives, and hence do not take these issues into account. This may be reasonable for firms with passive professional managers and widely-dispersed shareholders, operating in countries with the Anglo-American system of corporate governance. But many firms operate under quite different systems of corporate governance where concentrated shareholdings are commonplace and markets for corporate control are weak or non-existent. In these cases, shareholders exert considerable influence on all aspects of firm strategy including FDI. Furthermore, different groups of shareholders (State, family, institutions) are likely to have different objectives, different attitudes towards risk, and different decision-making time horizons. We thus suggest that the traditional theories of the MNE need to be extended to embrace consideration of corporate ownership (and other governance dimensions).

International business review. -- 2018, v. 27, n. 6, december, p. 1229-1237

1. MNE theory 2. Corporate ownership 3. Foreign direct investment 4. Licensing 5. Explorative and exploitative knowledge activities

5**Corporate social responsibility in international joint ventures [Recurso electrónico] : empirical examinations in South Korea / Byung Il Park, Adam H.Cave**

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

References: p. 1227-1228

Abstract: This study aims to investigate organizational characteristics and develop a framework relating to corporate social responsibility (CSR) practices of international joint ventures (IJVs) established in the South Korean market. Based on institutional and stakeholder theories, regression analyses produced a framework facilitating a better understanding and identification of factors that drive CSR in local markets. Consumers, competitors, and non-governmental organizations (NGOs) were discovered to be primary determinants of responsible behaviors. Additionally, some significant differences were found with respect to CSR related to IJV's formative characteristics. This study contributes to furthering knowledge of IJVs and CSR, as well by providing some practical implications for organizations pursuing international markets.

International business review. -- 2018, v. 27, n. 6, december, p. 1213-1228

1. Corporate social responsibility 2. Stakeholders 3. International joint ventures 4. South Korea

6**Does the sequencing of related and unrelated export diversification matter? [Recurso electrónico] : evidence from colombian exporters/ Dirk Boehe, Alfredo Jiménez**

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

References: p. 1147-1149

Abstract: How does related or unrelated geographic diversification affect future related or unrelated product diversification of exporting firms, and vice-versa? This question addresses an unresolved debate, and it is important for firms in developing countries that seek to expand their product and geographical markets. Our study contributes to a current debate by highlighting the relevance of the temporal sequence and the relatedness of international diversification. Expanding the classic transaction costs and the resource-based explanations, we argue that organizational learning as well as organizational and sales (in-)efficiencies (notably through resource and product cannibalization, negative transfer and coordination costs) affect the interrelationships between product and geographic diversification. Using a panel dataset of over 14,000 firm-year observations from exporters based in Colombia, we find that (1) related geographic diversification tends to increase future product diversification; (2) related product diversification tends to decrease future geographic diversification; and (3) unrelated product diversification tends to increase future geographic diversification.

International business review. -- 2018, v. 27, n. 6, december, p. 1141-1149

1. Export diversification 2. Product and market relatedness 3. Organizational learning 4. Colombian exporters

7

The effect of internationalization on firm capital structure [Recurso electrónico] : a meta-analysis and exploration of institutional contingencies / Thomas Lindner, Florian Klein, Stefan Schmidt

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

References: p. 1247-1249

Abstract: Despite extensive research on the relationship between internationalization and firm capital structure, findings in this research area remain inconclusive. In this paper, we review the literature on the internationalization–capital structure relationship and investigate its direction, effect size, and multiple contingencies through a meta-analysis of 31 studies with a grand total of 223,658 firm observations and at least two separate samples each. Our cumulative evidence indicates lower debt ratios of multinational corporations compared to domestic corporations, in line with arguments of increased risk and agency costs in international operations. We extend our analysis to institutional characteristics in firms' home countries and find that much of the existing variation in study findings can be explained using theory arguments on firm risk in internationalization. We contribute to an integration of international business and finance literature and point to directions for future research on determinants of the internationalization–capital structure relationship and its multiple contingencies.

International business review. -- 2018, v. 27, n. 6, december, p. 1238-1249

1. International finance 2. Capital structure 3. Debt ratio 4. Internationalization 5. Meta-analysis

8

Effect of market orientation, network capability and entrepreneurial orientation on international performance of small and medium enterprises (SMEs) [Recurso electrónico] / Alexandra Solano Acosta, Ángel Herrero Crespo, Jesús Collado Agudo

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

References: p. 1138-1140

Abstract: This study contributes to literature on the internationalization of SMEs by analysing the influence of International Market Orientation, Network Capability, and International Entrepreneurial Orientation on the International Performance of this kind of businesses. Particularly, both the direct effects of explanatory variables of International Performance and interdependence relations between them are analysed. Results obtained from a sample of 161 Mexican SMEs using SEM-PLS analysis show that the International Performance of this kind of businesses is favourably influenced by their Network Capability and International Entrepreneurial Orientation, but not by their International Market Orientation. Similarly, it is verified that interdependence relations exist among the explanatory variables of International Performance of SMEs, where positive impact of International Entrepreneurial Orientation is observed on Network Capability and the International Market Orientation of SMEs.

International business review. -- 2018, v. 27, n. 6, december, p. 1128-1140

1. SMEs 2. Performance 3. Market orientation 4. Network capability 5. Entrepreneurial orientation

9

Emerging market multinationals and internalisation theory [Recurso electrónico] / Mark Casson, Nigel Wadeson

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

References: p. 1160

Abstract: There is ongoing debate about the applicability of internalisation theory to Emerging Market Multinationals (EMNEs). Internalisation theory normally describes multinationals exploiting superior knowledge directly abroad rather than licensing its use to foreign firms. We argue that EMNEs can be explained readily in terms of internalisation theory. This involves internalisation in the opposite direction: knowledge is internalised by EMNEs which then exploit it utilising home-country cost advantages. However, this is normally achieved by means that avoid the licensing of key technologies from leading firms. This clarifies the theoretical basis of EMNE strategic asset seeking investment. Market-seeking investments are also linked to technology-seeking investments through fixed costs. A model formalises the arguments, establishing conditions leading to different types of equilibria when an advanced-economy firm competes with an emerging-economy firm. The range of factors that it incorporates means that it is also compatible with other theories of the EMNE.

International business review. -- 2018, v. 27, n. 6, december, p. 1150-1160

1. Internalization 2. Emerging economy 3. Multinational 4. Technology 5. R&D 6. Foreign direct investment 7. Firm

10

Establishment modes and network relationships of foreign subsidiaries [Recurso electrónico] / Alfredo Valentino, Matteo Caroli, Ulrike Mayrhofer

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

References: p. 1257-1258

Abstract: This research examines the effects of the establishment mode of foreign subsidiaries (greenfield vs acquisition) on the type of network relationships (social vs business) they develop in local markets. The authors use the network approach to better understand the role played by local subsidiaries for the development of networks in multinational enterprises. The empirical study is based on a dataset covering 120 foreign-owned subsidiaries in Italy. The findings show that acquired subsidiaries are more directly involved in business relationships, whereas greenfield subsidiaries pay more attention to social relationships before building business networks. The establishment mode thus affects the type of network relationships developed by local subsidiaries, which can help them to overcome the liabilities of foreignness and outsidership.

International business review. -- 2018, v. 27, n. 6, december, p.1250-1258

1. Multinational companies 2. Foreign subsidiaries 3. Liability of foreignness 4. Liability of outsidership 5. Establishment mode 6. Social networks 7. Business networks 8. External embeddedness

11

Five decades of research on export barriers [Recurso electrónico] : review and future directions / Eldrede T. Kahiya

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

References: p. 1186-1188

Abstract: Although research on export barriers spans five decades, no single prior study has systematically reviewed findings in this field. This study enriches the discourse on internationalization through a systematic review of the factors associated with export barriers, the theories underpinning this, and the exact nature of the relationships. Findings indicate the bulk of empirical studies focus on drivers of export barriers. The study identifies thirty-six such variables, falling in the categories of firm demographics, export venture characteristics, managerial factors, environmental and operational factors, and international trading environment. Smaller sub-streams of research investigate export barriers as predictors, mediators, and moderators. A vote counting approach dissects the associations (i.e. positive, negative, and weak) between the various factors and export barriers. Moreover, the study identifies four explicit (i.e. resource-based view, incremental internationalization, network, and institutional theories) and two implicit (i.e. attribution and rationalization) theories underlying the associations. Concerning research design and methodology, the study highlights the underrepresentation of emerging markets, longitudinal studies, cross-national comparisons, and advanced multivariate analytical tools. Finally, the study draws key implications for managers, policymakers, and educators, before setting an agenda for future research.

International business review. -- 2018, v. 27, n. 6, december, p. 1172-1188

1. Export barriers 2. Barriers to internationalization 3. Exporting 4. Internationalization 5. Systematic literature review

12

National culture, managerial preferences, and takeover performance [Recurso electrónico] / Wolfgang Breuer, Bushra Ghufra, Astrid Juliane Salzmann

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

References: p. 1288-1289

Abstract: "The dangers of taking too much risk are very clear. We're reminded of them in the news every day. Unfortunately, we rarely hear any warnings about playing it safe. The dangers of playing it safe are not sudden, obvious, and dramatic. They don't make headlines. The dangers of playing it safe are hidden, silent killers." (Sundheim, 2013) Understanding the causes and performance of mergers and acquisitions (takeover performance, henceforth) has been explored extensively in the literature. While numerous studies have shown that shareholders of target companies enjoy significant abnormal returns, the empirical evidence on returns to bidders is still quite ambiguous. In fact, many studies have reported negative long-run post-acquisition returns for acquirers (Agrawal, Jaffe, & Mandelker, 1992; Mitchell & Stafford, 2000; Rau & Vermaelen, 1998). However, if most takeover deals destroy firm value in the end, why do we observe so many mergers and acquisitions in the market? What are the factors behind the post-acquisition underperformance of the acquirer?

International business review. -- 2018, v. 27, n. 6, december, p. 1270-1289

1. Cross-cultural 2. Cultural values 3. Managerial preferences 4. Mergers and acquisitions

13

The role of market orientation, relational capital, and internationalization speed in foreign market exit and re-entry decisions under turbulent conditions [Recurso electrónico] / Serdar Yayla ... [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. 1113-1115

Abstract: Firms' internationalization strategies can vary with changing environments. Occasionally, a firm may choose to re-enter a foreign market it had abandoned in the past if environmental conditions have improved. The present study provides insight into the foreign market exit and subsequent re-entry processes. Specifically, we utilize the strategic flexibility perspective to investigate the impact of market orientation, relational capital, and internationalization speed on market exit and re-entry decisions under turbulence in a host market. Using a sample of 156 Turkish firms that operated during the Arab Spring in the Egyptian market between 2010 and 2015, we find that the market-oriented firms are more flexible in their market exit decisions than less market-oriented organizations. In addition, relational capital specific to the host country has a negative impact on market exit decisions under conditions of political conflict. The results also suggest that strong ties with partners in the host country increase the propensity to re-enter the market.

International business review. -- 2018, v. 27, n. 6, december, p. 1105-1115

1. Market exit 2. Market re-entry 3. Market turbulence 4. Market orientation 5. Relational capital 6. Internationalization speed

14

Strategic group influence on entry mode choices in foreign markets [Recurso electrónico] / Francisco J. Mas Ruiz, Enar Ruiz Conde, Aurora Calderón Martínez

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

References: p. 1268-1269

Abstract: This study examines imitation behavior in the foreign entry mode of the members of a strategic group within the industry. Following the institutionalist perspective, we argue that legitimating actors (trade associations, training institutions and investors, among others) can exert pressure on strategic group members to conform to institutionalized organizational practices and structures. We hypothesize that a company's choice of foreign entry mode is determined by the previous choices of other companies within the strategic reference group. Thus, the probability of entry with a wholly owned subsidiary (versus shared-control entry) increases when the number of wholly-owned subsidiaries established by companies within the strategic reference group of the home-country is higher. We analyze 351 foreign direct investments of 30 Spanish banks in 55 countries between 1986 and 2008. Our results reveal imitation behavior between members of the strategic group and highlight the important role of the strategic group in strategic thinking.

International business review. -- 2018, v. 27, n. 6, december, p. 1259-1269

1. Foreign entry mode 2. Strategic groups 3. Institutional theory

15**Trust, perception, and managerial use of market information [Recurso electrónico] / Tamara Keszey**

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

References: p. 1170-1171

Abstract: This study aims to enrich international business theory and practice by being the first study to investigate how both inter- and intra-organizational managerial trust in the source of market information contributes to its' perception and use and by examining the contingent role of structural fluctuations and market turbulence. Structural equation modelling of cross-sectional survey data of 158 firms in Hungary shows that trust is an important driver of utilization of market information. Perceived information quality mediates the effect of trust on information use partially when it derives from intra- and fully when from inter-organizational source. When unpredictable changes occur due to structural fluctuations of the firm, the role of trust in quality perception of market information becomes more prominent. However, changes in the environment due to market turbulence do not moderate the effect of trust on perceived quality of information from inside, only from outside the firm.

International business review. -- 2018, v. 27, n. 6, december, p. 1161-1171

1. Intra-organizational trust 2. Inter-organizational trust 3. Perceived information quality 4. Managerial use of market information 5. Structural fluctuations 6. Market turbulence