

1**Domestic alliance network to attract foreign partners [Texto impreso] : evidence from international joint ventures in China / Weilei (Stone) Shi ... [et al.]**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 358-362

Abstract: Partner selection is a critical issue in building international joint ventures (IJVs). We argue that foreign firms are more likely to select local firms with unique network structural advantages within a local alliance network. We frame structural advantages as two network position traits: centrality and brokerage. Specifically, network centrality acts as a stronger network trait than brokerage in attracting foreign IJV partners. However, such a relationship may be moderated by foreign firms' local experience and perceived capabilities. We contend that when foreign firms have a high level of local market experience and perceived capabilities, they may prefer a local broker over a centrally located local firm. Data on the domestic alliance network in China's electronics and information technology (IT) industries largely support our hypotheses. We conclude that as foreign investors become strategic insiders, they may not only seek a local partner's capability attributes, but also more critically pay attention to a local partner's domestic network.

Journal of international business studies. -- 2014, v. 45, n. 3, april, p. 338-362

1. Alliance network 2. Partner selection 3. Alliances and joint ventures 4. International joint (IjVs) 5. Centrality 6. China

2**The effects of MNC parent effort and social structure on subsidiary absorptive capacity [Texto impreso] / Stephanie C Schleimer and Torben Pedersen**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 318-320

Abstract: Although the literature provides ample evidence that the global transfer and local implementation of knowledge represents a key advantage for multinational corporations (MNCs), we lack comparable understanding as to whether knowledge-creating MNC parents can actively expand the absorptive capacity of their subsidiaries. Using a teacher-student lens, this study examines the combined impact of specific structural mechanisms and motivational processes by MNC parents on the ability of 216 subsidiaries to absorb parent-initiated marketing strategies. The findings reveal that MNC parents can indeed cultivate subsidiaries' ability to appropriate marketing knowledge through a combination of adopting specific social structures and investing in particular efforts. However, the effect of social structure on subsidiary absorptive capacity is indirect, and accounted for by the parents' intensity of effort. A number of theoretical implications emerge from the findings for research on absorptive capacity in relation to the role of the knowledge source, the need to examine organizational influences in relation to one another, and validating the original absorptive capacity dimensions. For managers in the global marketplace, the findings lead to the suggestion that MNCs devote attention to nurturing the absorptive capacities at different organizational levels in order to optimize the global transfer of knowledge.

Journal of international business studies. -- 2014, v. 45, n. 3, april, p. 303-320

1. Absorptive capacity 2. Headquarters-subsidiary roles and relations 3. Marketing strategy 4. Organizational learning 5. Structural equation modeling

3**Follow me to the innovation frontier? [Texto impreso] : Leaders, laggards and the differential effects of imports and exports on technological innovation / Sheryl Winston Smith**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 269-271

Abstract: International trade and R&D offer significant opportunities for knowledge transfer through exports, but simultaneously increase potential competition through imports. In this paper, the author examines industry-level heterogeneity in the relationship between domestic innovation and international trade. Using a model of innovation in the global economy and a novel measure of relative industry strength, the paper examines differential effects of exports and imports in high-technology industries. These relationships are tested empirically using panel data from four high-technology industries in the US over the period 1973–2001. In industries that are relative global leaders, the empirical evidence points to gains from both exporting and importing. On the other hand, in industries that are relative global laggards, the results are more fluid. The author finds that exporting contributes favorably to domestic innovation in both leading and lagging industries when foreign R&D is at its maximum; at lower levels of knowledge abroad, however, the net effect of exporting on lagging industries is negative. Results for importing are likewise nuanced. In industries that are relative leaders, increasingly sophisticated imports lead to greater domestic innovation when industry structure is more concentrated, providing a competitive kick-start. In industries that are relative laggards, this effect is not present.

Journal of international business studies. -- 2014, v. 45, n. 3, april, p. 248-274

1. Innovation and R&D 2. International trade theory 3. Global competition 4. Industry dynamics 5. Learning from exporting 6. Import competition

4**The globalization of swedish MNEs [Texto impreso] : empirical evidence and theoretical explanations / Jan-Erik Vahlne and Inge Ivarsson**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 246-247

Abstract: We define globalization as the geographical dispersion of multinational enterprises (MNEs)' value chain, in combination with increased inter-regional coordination, and use detailed firm-level data to show that 12 of Sweden's 17 largest manufacturing companies indeed are global. By developing a Globalization Process Model we theoretically argue, in contrast to much of the existing literature, that globalization may evolve to a more general phenomenon. The globalization process is tortuous as MNEs have to develop dynamic capabilities which make them gradually more competitive and able to cope with varying institutional contexts. Empirical testing on globalization of MNEs originating from other home countries is suggested.

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1. Globalization 2. Multinational enterprises (MNEs) 3. Reconfiguration and coordination 4. Globalization process model

5**MNE institutional advantage [Texto impreso] : How subunits shape, transpose and evade host country institutions / Patrick Regnér and Jesper Edman**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 299-302

Abstract: Scholars increasingly emphasize the impact of institutions on multinational enterprises (MNEs), but the opposite relationship has attracted less research – that is, MNE agency in relation to institutions. Based on a comparative case study of six MNEs from the United States and Sweden, this paper remedies this. It explores and explicates MNE subunits' strategic responses to host country institutional constraints and opportunities in five different regions. A new-institutional approach is adopted, which allows for an investigation of MNE subunit agency in relation to normative and cognitive institutions, as well as regulative ones. This fine-grained analysis reveals not only what kinds of responses MNE subunits invoke, but why and how they are able to respond. We identify four strategic responses by which subunits shape, transpose and evade institutions in the pursuit of competitive advantage: Innovation, Arbitrage, Circumvention and Adaptation. These responses are driven by three key enablers: multinationality, foreignness and institutional ambiguity – that serve to enhance and heighten three mechanisms: reflexivity, role expectations and resources. By linking the enablers and the mechanisms to specific types of strategic responses in a framework and typology, the paper not only contributes to emerging research on the interplay between MNEs, institutions and strategy, but to strategy practice.

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1. Institutional context 2. Competitive advantage 3. Case-theoretic approaches 4. Multinational corporations (MNCs) and enterprises (MNEs) 5. Neoinstitutional theory 6. Strategy and business strategy

6**Signals and international alliance formation [Texto impreso]: the roles affiliations and international activities / Jeffrey J Reuer and Roberto Ragozzino**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 335-337

Abstract: This paper extends signaling theory to the study of firms' international alliances. Signals can be valuable in facilitating these collaborations because they reduce the risk of adverse selection surrounding cross-border partnerships. We specifically investigate whether firms' affiliations with prominent financial intermediaries enable the formation of international collaborative agreements. We also argue and find that the signaling benefits of these affiliations diminish with the firm's engagement in international activities, which can function as alternative signals by which firms convey the quality of their resources and prospects. Examining firms' cross-border activities helps to identify new and important signals that are unique to the international setting. Moreover, this also helps contextualize prior theory and findings that exist in the domestic setting on the effects of affiliations with financial intermediaries such as venture capitalists and investment banks. We conclude that signaling theory offers a promising addition to existing theories of international alliances and other cross-border activities. We contrast some of the main arguments and predications of signaling theory with other theories used in international business, and we emphasize the research opportunities that exist for employing this perspective in international business studies in the future.

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1. Signaling theory 2. Strategic alliances 3. Initial public offerings (IPOs) 4. Venture capital