

1**Cross-border acquisitions of state-owned enterprises [Texto impreso] / Surendranath Rakesh Jory and Thanh Ngoc Ngo**

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. 1113-1114

Abstract: We examine the decision of private sector enterprises from developed countries to acquire state-owned enterprises (SOEs) abroad. Using a sample of US firms buying targets abroad between 1987 and 2009, we find that bidders of SOE fare worse than bidders of non-SOE both in terms of stock price and operating performance. We also find that the quality of the target country location – as captured by the Economic Freedom of the World (EFW) Index – greatly influences the choice of SOE targets. Interestingly, the quality ranking of the target country location on the EFW Index and the performance of the bidder of a SOE target are inversely related. Our findings imply that the characteristics of the location of the target firm affect bidders' choice of targets in international mergers and acquisitions; otherwise, acquiring non-SOEs is more lucrative. Furthermore, either limiting conditions in the business environment force managers to work harder to generate more wealth, or in weak legal and business environments buying targets with ties to the government yields extra wealth. Our findings are highly relevant within the international business literature as they influence the choice of foreign market entry mode.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1096-1114

1. Privatization 2. State-owned enterprises 3. Cross-border mergers and acquisitions (M&As) 4. Event study

2**Englishization in offshore call centers [Texto impreso] : a postcolonial perspective / Mehdi Boussebaa, Shuchi Sinha and Yiannis Gabriel**

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. 1167-1169

Abstract: The spread and use of English as the lingua franca of international business (IB) – “corporate Englishization” – has received increasing scholarly attention in recent years but the focus has mostly been on the communication benefits and challenges of using English as a shared language inside multinationals. In this article we examine how English is used externally in the provision of business services and apply a postcolonial perspective to frame our analysis. Drawing on fieldwork in India within the call center units of two outsourcing organizations serving Anglo-American firms, we show how corporate Englishization (1) relies on, and contributes to producing, comprador managerial cadres; (2) serves to construct a transnational intra-linguistic hierarchy of power and privilege; and (3) undercuts its own effectiveness by simultaneously eliminating and maintaining the alterity of the “Other” through processes of mimicry. We thus show how corporate Englishization does not merely overcome or, conversely, worsen transnational communication problems; it also (re-)produces colonial-style power relations between the “Anglosphere” and the “Rest”. Our analysis deepens our understanding of corporate Englishization and opens a new avenue for postcolonial research on the role of language in IB. Our analysis also advances the field of postcolonial organization studies and has implications for IB scholarship more generally.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1152-1169

1. Call centers 2. Imperialism 3. India 4. Language (language design, silent language, translation) 5. Offshoring 6. Postcolonial theory

3**How non native english speaking staff are evaluated in linguistically diverse organizations a sociolinguistic perspective [Texto impreso] / Martyna Sliwa and Marjana Johansson**

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. 1148-1151

Abstract: The aim of this paper is to examine the effects of evaluations of non-native speaking staff's spoken English in international business settings. We adopt a sociolinguistic perspective on power and inequalities in linguistically diverse organizations in an Anglophone environment. The interpretive qualitative study draws on 54 interviews with non-native English-speaking staff in 19 UK business schools. We analyze, along the dimensions of status, solidarity and dynamism, the ways in which non-native speakers, on the basis of their spoken English, are evaluated by themselves and by listeners. We show how such evaluations refer to issues beyond the speaker's linguistic fluency, and have consequences for her or his actions. The study contributes to the literature on language and power in international business through offering fine-grained insights into and elucidating how the interconnected evaluative processes impact the formation and perpetuation of organizational power relations and inequalities. It also puts forward implications for managing the officially monolingual, yet linguistically diverse organizations.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1133-1151

1. Language (Language design, silent language, translation) 2. Academia 3. Linguistic diversity 4. Organizational inequalities

4**Linguistic gender marking and its international business ramifications [Texto impreso] / Estefania Santacreu-Vasut, Oded Shenkar and Amir Shoham**

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. 1176-1177

Abstract: We analyze the impact of language-based gender distinctions within languages' grammatical structures on women's corporate presence. Using four different data sets, we find that countries where the dominant language marks gender more intensely have significantly lower female participation on boards of directors and in senior management, as well as smaller female-led corporate teams. We also find that the gender marking of the language used in the headquarters' home country impacts female presence on the subsidiary boards of multinational companies, independently of gender marking in the language of the host country. Our findings suggest that linguistic gender marking offers a superior alternative to the commonly used aggregate values-based measures of culture, and that its research usage should be expanded accordingly. Underpinning this proposed expansion is the very stable nature of language-based gender distinctions, which are inherited from the distant past, and the direct influence of language on cognition via the shaping of the mental representation of social reality. The findings also reinforce the need to view language design as a vital strategic, as well as operational, tool for multinational companies.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1170-1178

1. Language 2. Gender marking 3. Culture 4. Logistic regression 5. Grammatical structure

5**Offshoring innovation to emerging markets [Texto impreso] : organizational control and informal institutional distance / Michael A Sartor and Paul W Beamish**

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. 1091-1095

Abstract: The literature on innovation offshoring has focused on the dichotomous choice between two distinct investment strategies – captive offshoring and outsourced offshoring. We use the concept of organizational control to investigate how differences in the informal institutions that prevail in the home and host countries influence multinational enterprise (MNE) strategy (or, the organizational control decision) with respect to subsidiaries established to offshore innovation. While the relationship between formal institutions and MNE strategy has been the subject of considerable academic scrutiny, less is known about the role of informal institutions. We propose that the type of uncertainty precipitated by informal institutions is critical to understanding the strategic behavior of foreign-investing MNEs. We hypothesize that an MNE's organizational control over a subsidiary will be contingent upon the type of informal institutional uncertainty encountered by the subsidiary. More specifically, we disaggregate the informal institutions construct and develop three new, more explicit, latent constructs – behaviorally-oriented informal institutions (BOII), technology-oriented informal institutions (TOII) and demand-oriented informal institutions (DOII). Our theory posits that while an increase in BOII distance will precipitate a preference for greater organizational control, heightened TOII and DOII distances will induce the opposite outcome – a preference for lower levels of organizational control.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1072-1095

1. Informal institutions and uncertainty 2. Informal institutional differences 3. Foreign market entry 4. Emerging markets/countries/economies 5. Country risk 6. Innovation and R&D

6**Storytelling the internationalization of the multinational enterprise [Texto impreso] / Usha CV Haley and David M Boje**

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. 1130-1132

Abstract: Internationalization deals with expansion across space and time. Researchers have framed internationalization as market growth and expansion through foreign direct investment (FDI). We use narrative theory to frame a bigger, richer picture. Using Mikhail Bakhtin's typology of nine space-time conceptions and directed observations of McDonald's Corporation, we show how multinational enterprises (MNEs) create narratives of internationalization to mitigate the risks of FDI. Competing space-time conceptions in consumers', authors' and societies' stories interact with managerial narratives to affect international product and task environments. We increase awareness of MNEs' storytelling by offering a typology of stakeholders' stories across space and time.

Journal of international business studies. -- 2014, v. 45, n. 9, december, p. 1115-1132

1. Case theoretic approaches 2. Internationalization theories and foreign market entry 3. Role of time 4. Storytelling 5. Language (language design, silent language translation) 6. Global stakeholders