

1**Beyond anger [Texto impreso] : a deeper look at consumer animosity / Colleen M Harmeling, Peter Magnusson and Nitish Singh**

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. 691-693

Abstract: Grounded in cognitive-affective theories of emotion, an extended conceptual framework of consumer animosity is developed that (1) distinguishes between consumers' cognitive appraisal of the international dispute and the resulting emotional response, (2) expands from a valence-based approach to consider the differential effects of agonistic (i.e., anger) and retreat emotions (i.e., fear), and (3) examines three distinct consumer coping processes (product avoidance, negative word of mouth (NWOM), product quality judgment). A cross-cultural test of the framework among Chinese (toward Japan) and American (toward Russia) consumers supports the mediational role of emotions, and finds that agonistic emotions are related to NWOM and product avoidance, but not product quality judgment. In contrast, retreat emotions are related to product avoidance and product quality judgment, but not NWOM. The findings provide guidance for international brand managers on recognizing and detecting adverse sentiments toward their country of origin and accordingly modify their international brand strategy.

Journal of international business studies. -- 2015, v. 46, n. 6, august, p. 676-693

1. Consumer animosity 2. Emotion 3. Evolutionary psychology 4. International conflict 5. Structural equation modeling

2**Citizens of the (green) world? [Texto impreso] : cosmopolitan orientation and sustainability / Amir Grinstein and Petra Riefler**

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. 709-710

Abstract: Contemporary consumer markets are characterized by both a heightened need for sustainability and an increasingly cosmopolitan lifestyle. This article bridges these two trends and studies two untapped questions: (1) How do cosmopolitan consumers relate to sustainable behavior? and (2) How should environmental messages be framed to successfully target cosmopolitan consumers? Four studies in three countries show that high-cosmopolitan consumers demonstrate environmental concern and engage in sustainable behavior. To successfully target this promising segment with sustainable products or messages to promote sustainable behavior, marketers and public policymakers should highlight the benefit of these products/behaviors for the global (rather than the local) environment. However, the findings also show that high-cosmopolitan consumers can be successfully targeted to support local environmental initiatives when activating their local identification. The article offers implications for businesses, non-government organizations, and public policymakers in designing effective messages to promote sustainable behavior.

Journal of international business studies. -- 2015, v. 46, n. 6, august, p. 694-714

1. Cosmopolitan orientation 2. Sustainability 3. Global/local framing 4. Market segmentation 5. Experiments

3**Knowledge transfer from international joint ventures to local suppliers in a developing economy [Texto impreso] / Zaheer Khan, Oded Shenkar and Yong Kyu Lew**

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. 670-673

Abstract: Using in-depth data from 155 Pakistani auto components suppliers, we study the role of socialization in knowledge transfer from international joint venture assemblers. We find that whereas formal socialization mechanisms enhance the comprehension and speed of knowledge transfer to local suppliers, informal socialization mechanisms enhance comprehension but not speed. Building on structural contingency theory, we find that having a mechanistic organizational structure among knowledge recipients is an antecedent to formal socialization, leading to improved knowledge transfer.

Journal of international business studies. -- 2015, v. 46, n. 6, august, p. 656-675

1. Knowledge transfer 2. Socialization mechanisms 3. Structural contingency theory 4. Alliances and joint ventures 5. Developing markets/countries/economies 6. Automotive industry

4**SME internationalization modes in the german biotechnology industry [Texto impreso] : the influence of imitation, network position and international experience / Marie Oehme and Suleika Bort**

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. 652-655

Abstract: In this article we reveal how network-enabled imitation processes impact young small- and medium-sized enterprises (SMEs) internationalization, and how a firm's network position as well as its experiential knowledge moderate imitative behavior in internationalization modes. Building on institutional, network, and organizational-learning theory, we suggest that firms imitate the internationalization modes of their peers in their network. Moreover, we argue that a firm's imitation propensity depends on two important boundary conditions: network position and past experience. Applying a longitudinal event history analysis to analyze the complete population of 977 German biotechnology firms between 1996 and 2012 largely supports our hypotheses. Our findings reveal that firms imitate the internationalization modes of their peers in a precise manner. This implies that the imitation of others can initially serve as a presumably convenient low-risk shortcut to a planned or experience-driven internationalization process. Furthermore, our results confirm that this imitation process is channeled through formal network relations and that central network positions that are associated with superior information access, enhanced legitimacy, and status may promote deviating behavior. Acknowledging the interplay of different learning sources, our findings additionally show that initial internationalization mode choices of SMEs can have a lasting effect on subsequent internationalization behavior. Overall, our study contributes to a more nuanced view of imitative behavior of internationalizing SMEs and its boundary conditions, and highlights future research opportunities that exist for considering imitation and its implications in international business research.

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1. Foreign market entry 2. Mimetic behavior 3. Longitudinal (or time series) research methods 4. Networks 5. Institutional theory 6. Small and medium sized enterprises (SMEs)