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Asia's materialists [Recurso electrónico] : reconciling collectivism and materialism / Sandra Awanis, Bodo B Schlegelmilch and Charles Chi Cui

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

References: p. 988-991

Abstract: Materialism has an ugly face. The dominant view of materialism regards materialists as self-prioritizing individuals who oppose collective and prosocial goals in favor of a lifestyle led by money, possessions, and status. The present research argues that there is a side of materialism that is concerned with collective-oriented interests. We examine the nature and consequences of collective-oriented materialism – the belief system that ascribes importance to possessions for their symbolic and signaling capacities to construct desirable social attributes. Drawing from cultural and consumer theories, we find considerable support that materialists espouse a collective-oriented quality to an otherwise self-oriented interest towards possessions.

Journal of international business studies. -- 2017, v. 48, n.8, october, p. 964-991

1. Materialism 2. Values 3. Asia 4. Cultural values 5. Conspicuous consumption 6. Multidimensional scaling 7. Moderation analysis

2

Explicit versus implicit country stereotypes as predictors of product preferences [Recurso electrónico] : insights from the stereotype content model / Adamantios Diamantopoulos ... [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. 1034-1036

Abstract: Drawing on the stereotype content model (SCM), we investigate the impact of both explicit and implicit country stereotypes on consumer preferences. In Study 1, we show that the competence dimension of the SCM (measured both explicitly and implicitly) drives purchase intention by positively influencing brand affect. In Study 2, we disentangle further the role of explicit and implicit stereotypes and show that explicit judgments of country competence are better predictors of deliberate consumer choices, whereas implicit judgments of country warmth dominate spontaneous choice. Managerially our findings indicate that sole reliance on explicit stereotypes may result in an incomplete picture of consumers' responses to country-of-origin cues.

Journal of international business studies. -- 2017, v. 48, n.8, october, p. 1023-1036

1. Country of origin 2. Stereotype content model 3. Implicit stereotypes 4. Spontaneous and deliberate choice 5. IAT

3

I hate where it comes from but I still buy it [Recurso electrónico] : countervailing influences of animosity and nostalgia/ Justina Gineikiene and Adamantios Diamantopoulos

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

References: p. 1005-1008

Abstract: Drawing from negativity bias, fading affect bias, and ambivalence literature, we provide evidence that consumer nostalgia acts as a countervailing force to consumer animosity in historically connected markets (HCMs), that is, trading countries that previously were part of the same country but are now independent. For both Soviet-era and (new) Russian brands, our findings show that nostalgia can compensate for the negative effects of animosity on product judgment and product ownership in HCMs characterized by intense negative past events (Lithuania). In contrast, in HCMs experiencing current/ recent negative events (Ukraine) animosity is a stronger predictor of product judgment and ownership than nostalgia. Importantly, in both HCM settings, consumer ethnocentrism only plays a minor role when both nostalgia and animosity are simultaneously considered as predictors in the model. Theoretical and managerial implications of the findings are considered and future research directions are identified.

Journal of international business studies. -- 2017, v. 48, n.8, october, p. 992-1008

1. Consumer behavior 2. Country-of-origin effects 3. Structural equation modeling

4

The influence of global and local iconic brand positioning on advertising persuasion in an emerging market setting [Recurso electrónico] / Martin Heinberg, H Erkan Ozkaya and Markus Taube

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

References: p. 1021-1022

Abstract: This study explores how positioning a brand as global and/or local iconic can moderate the impact of advertising frequency (AF) on brand attitudes in an emerging market context. We argue that brands may be seen as the source of an advertisement and that the positioning of a brand can thus enhance source attractiveness, and/or source credibility, which in turn facilitate the impact of AF on brand attitudes. Our results support that both a global and a local iconic positioning enhance the AF-brand image relationship, but they do not have an effect on the AF-brand quality relationship. Additionally, we examine whether source attractiveness and source credibility mediate these moderation effects and find that only source attractiveness is a significant mediator. Additionally, we investigate whether a hybrid positioning strategy (i.e., positioning as both global and local iconic) is beneficial. Results indicate that a separate positioning (i.e., global or local iconic) is a better strategy to increase the attractiveness of the advertising source and in turn facilitate the effect of advertising frequency to create brand image.

Journal of international business studies. -- 2017, v. 48, n.8, october, p. 1009-1022

1. Advertising 2. Branding and brand management 3. Merging markets/countries/ economies 4. Global brands 5. Local iconic brands

5**Liability of foreignness, natural disasters and corporate philanthropy [Recurso electrónico] / Murad A Mithani**

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

References: p. 958-961

Abstract: This study examines how philanthropy can mitigate liability of foreignness (LOF) in the aftermath of a national disaster. A major disaster restructures the social landscape, creating an avenue for corporate contributions to play a role in recovery and relief efforts. This social restructuring offers a valuable opportunity for multinational enterprises (MNEs) to establish strong local ties. In turn, MNE contributions at such times have a stronger impact on their local acceptance. Thus, MNEs can use these events to strengthen their position in the community and mitigate LOF. Using the context of a national disaster in India, I test these arguments with a sample of 190 MNEs and 660 domestic firms. I found that in the aftermath of the disaster, the increase in MNE contributions was much larger and less strongly tied to promotional activities than the increase in contributions from domestic firms, and this difference persisted over time. Moreover, the performance implication of post-disaster philanthropy was stronger for MNEs than for domestic firms. These findings suggest that philanthropy plays a more strategic role for MNEs in the aftermath of a disaster and it has a pronounced effect on mitigating LOF.

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1. Natural disaster 2. Philanthropy 3. Multinational enterprises 4. Social restructuring 5. Liability of foreignness 6. India

6**Wait-and-see strategy [Recurso electrónico] : risk management in the internationalization process model / James E Clarke and Peter W Liesch**

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

References: p. 938-939

Abstract: We interpret the wait-and-see strategy as a decision to maintain unchanged the firm's commitments to its business network relationships. To explain why firms choose a wait-and-see strategy, we propose an extension to the relationship commitment decisions aspect of the Uppsala internationalization process (IP) Model. With this development, we explain that the wait-and-see strategy can result from a change in the levels of risk assumed in the firm and not only from the decision to adjust the risk that the firm encounters by changing commitments to its network relationships. This development enhances the ability of the IP model to accommodate contextual influences on relationship commitment decisions and to explain a more complete suite of internationalization trajectories. Extending the theoretical core of the IP model further confirms its efficacy, its application to international strategy, and its potential to be developed as a general process model of strategic change.

Journal of international business studies. -- 2017, v. 48, n.8, october, p. 923-940

1. Internationalization 2. Wait-and-see 3. Strategy 4. Risk management 5. Process 6. Behavioral decision theory 7. Uppsala