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Adapting the Uppsala model to a modern world [Recurso electrónico] : macro-context and microfoundations / Nicole Coviello, Liena Kano 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. 1161-1163

Abstract: Vahlne and Johanson(2017) present the multinational business enterprise(MBE) as a new form of cross-border organization that supersedes the multinational enterprise (MNE). They offer a 'general model of the evolution of the MBE,' arguing that the MBE evolves through ongoing internationalization processes by proactively and entrepreneurially engaging in business exchange rather than production. In this counterpoint, we focus on two critical dimensions absent from Vahlne and Johanson's (2017) arguments: the impact of the digital context as a defining macro-level feature of a modern world, and the role of the individual as a core microfoundation of the internationalization process. We argue that a robust theory of the evolution of the modern firm must necessarily account for these dimensions. To explicate these impacts, we draw from a range of complementary research streams across international business, entrepreneurship, and international entrepreneurship. We identify research implications for scholars seeking to further advance the Uppsala model of internationalization and those who will use the revised model to study the modern multinational.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1151-1164

1. Internationalization 2. Entrepreneurial 3. Digital 4. Microfoundations 5. Uppsala model

2

The 'Casino Model' of internationalization [Recurso electrónico]: an alternative Uppsala paradigm / Lars Hakanson and Philip Kappen

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

References: p. 1111-1112

Abstract: Forty years after the publication of the original Uppsala Model, we revisit the empirical observations that inspired its conceptual development. The empirical evidence, we suggest, invites the formulation of an alternative and complementary model of the internationalization process of the firm, one that we have named the 'Casino Model' of internationalization. The Casino Model uncovers a number of new research issues pertaining to internationalization and to the nature of strategic decision-making under conditions of environmental uncertainty and partial ignorance.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1103-1113

1. Uppsala Model 2. Internationalization theories and foreign market entry theories 3. Managing uncertainty

3**The effects of market economy type and foreign MNE subsidiaries on the convergence and divergence of HRM [Recurso electrónico] / Elaine Farndale ... [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. 1083-1085

Abstract: This study explores patterns of human resource management (HRM) practices across market economies, and between indigenous firms and foreign MNE subsidiary operations, offering a novel perspective on convergence and divergence. Applying institutional theorizing to improve our understanding of convergence/divergence as a process and an outcome, data collected from nine countries at three points in time over a decade confirm that convergence and divergence occur to different extents in a nonlinear fashion, and vary depending on the area of HRM practice observed. Patterns of adoption and convergence/divergence are explained through the effect of institutional constraints, which vary between liberal and coordinated market economies, and between indigenous firms and foreign MNE subsidiaries. Specifically, we expected, and largely found supporting evidence confirming that compensation and wage-bargaining level practices show more evidence of being institutionally constrained, and hence were less likely to converge, than contingent employment, training, and direct information provision practices. The study contributes a more graded conceptualization of convergence/divergence (from constant no difference, through robust convergence, non-robust convergence, non-robust divergence, and robust divergence to constant difference), allowing us to tease out the subtle manifestations of the process that can incorporate the complex dynamic reality of international business.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1065-1086

1. Multilevel analysis 2. Neo-institutional theory 3. Human resource management (HRM) 4. HR diffusion across countries 5. International organizations 6. Comparative HRM

4**From internationalization to evolution [Recurso electrónico]: the Uppsala model at 40 years / Jan-Erik Vahlne and Jan Johanson**

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

References: p. 1099-1102

Abstract: The original Uppsala model that was published in 1977 explains the internationalization process of firms. We have further developed the model several times in the intervening years. The present article is our latest effort: a general model of the evolution of the multinational business enterprise (MBE), from early steps abroad to being a global firm. The updated, augmented model explains MBE evolution in general, not only characteristics of the internationalization process in a narrow sense. We believe that the newest iteration, anchored in process ontology, will be useful in conducting longitudinal empirical studies.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1087-1102

1. Process ontology 2. MBE evolution 3. Heterogeneity 4. Network 5. Uncertainty 6. knowledge development 7. Commitments

5**Internationalization as an evolutionary process [Recurso electrónico] / Grazia D Santangelo and Klaus E Meyer**

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

References: p. 1127-1130

Abstract: The Johanson and Vahlne model of internationalization has been the main foundation of process research in international business since 1977. This model, also known as the Uppsala model, provides a useful general framework for interpreting firm-level processes increasing (and occasionally decreasing) resources committed to international operations. However, the model does not provide theoretical explanations of non-linear and discontinuous dynamics of the process over time, nor does it offer testable propositions. We focus on the longitudinal dimension of internationalization, specifically path-breaking commitments that increase a firm's exposure to risk. On this basis, we examine the idea that the IP model represents an evolutionary process. By emphasizing the role of novelty and introducing selection mechanisms, we explain non-linear and discontinuous dynamics of internationalization processes. Path-breaking resource commitments create novelty and deviate from a gradual path of growth as firms take higher risks, and hence face more intensive selection pressures. In consequence, firms are more likely to experience outstanding performance – but are also more likely to experience failure. This variation of outcomes is moderated by the resources a firm can draw upon in its ecosystem and by the volatility of its environment. Based on these ideas, we develop testable propositions to advance the internationalization process model.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1114-1130

1. Internationalization process model 2. Evolutionary theory 3. Non-linear and discontinuous dynamics

6**MNE internationalization patterns, the roles of knowledge stocks and the portfolio of MNE subsidiaries [Recurso electrónico] / Thomas Hutzschenreuter and Tanja Matt**

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

References: p. 1147-1150

Abstract: Learning and knowledge are crucial to the internationalization process of the firm. Johanson and Vahlne (1977, 2009) put gaining experience, i.e., learning and accumulating knowledge at the heart of their internationalization model. We posit that the IB field has perhaps moved too fast from conceptual work to quantitative empirical studies, not devoting sufficient attention to the idea of experiential learning, either conceptually or empirically. We look at the most cited internationalization studies to assess their theoretical and empirical contributions to experiential learning and knowledge stock accumulation and to the important role played by the portfolio of MNE subsidiaries as a knowledge source. We extend theory by carefully laying out how a growing portfolio of subsidiaries leads to accumulation of particular kinds of knowledge stocks, which can help with subsequent expansion moves. We show also how the concept of added distance supports this argumentation, thereby contributing to the theoretical and empirical work on the “further internationalizing” MNE.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1131-1150

1. Internationalization 2. Experiential learning 3. Knowledge stock 4. Subsidiary portfolio 5. MNE theory 6. Added distance

7

Towards a renaissance in international business research? [Recurso electrónico] : big questions, grand challenges, and the future of IB scholarship / Peter J Buckley, Jonathan P Doh and Mirko H Benischke

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

References: p. 1061-1064

Abstract: In this article, we review critiques of international business (IB) research with a focus on whether IB scholarship tackles “big questions.” We identify three major areas where IB scholars have addressed important global phenomena, but find that they have had little influence outside of IB, and only limited effects on business or government policy. We propose a redirection of IB research towards “grand challenges” in global business and the use of interdisciplinary research methods, multilevel approaches, and phenomena-driven perspectives to address those questions. We argue that IB can play a more constructive and vital role by tackling expansive topics at the business–societal interface.

Journal of international business studies. -- 2017, v. 48, n.9, december, p. 1045-1064

1. Evaluation of current theories 2. International business theory 3. MNEs and economic growth 4. Institutional environment