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Becoming a multinational enterprise [Recurso electrónico] : using industry recipes to achieve rapid multinationalization / Sinéad Monaghan and Esther Tippmann

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

References: p. 493-495

Abstract: We aim to build a greater understanding of how young entrepreneurial firms internationalize fast through foreign subsidiaries to become a multinational enterprise (MNE). Despite the prevalence of fast-paced international expansion, theory development on how it is achieved through high-commitment entry modes has been scarce. Our work substantially addresses this gap by conceptualizing how rapid multinationalization occurs. Using qualitative case studies, we explore eight young entrepreneurial firms operating in the software-as-a-service industry aspiring to achieve early market dominance internationally through rapid multinationalization. Drawing on the concept of industry recipes, we explain how recipe heuristics and recipe augmentation enable rapid multinationalization and showcase the economic and knowledge acquisition logics which underpin these endeavors. This study introduces internationalization via industry recipe, explains the micro-level regulation of internationalization speed, and contributes to aligning international entrepreneurship and MNE perspectives on internationalization.

Journal of international business studies. -- 2018, v. 49, n. 4, may, p. 473-495

1. International entrepreneurship 2. Multinational enterprises (MNEs)/multinational corporations (MNCs) 3. Case theoretic approaches 4. Speed 5. Rapid internationalization 6. Industry recipes

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Country familiarity in the initial stage of foreign market selection [Recurso electrónico] / Daniel R Clark, Dan Li and Dean A Shepherd

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

References: p. 464-470

Abstract: Focusing on the initial stage of foreign market selection (i.e., narrowing a set of potential countries from which to make a final choice), we theorize that manager's country familiarity influences both the decision-making process and outcome. We hypothesize that with increasing country familiarity, (a) manager investment of cognitive effort (process) first increases and then decreases, and (b) the likelihood of a country being included for further consideration (outcome) also increases and then decreases. We further hypothesize that the effects of country familiarity are contingent on the managers' international experience. Empirical evidence from verbal protocol analyses of managers provides strong support to our arguments. These findings contribute to the emergent literature on the critical role of cognition in decision making about foreign markets. Manager cognition potentially influences sequential/ non-sequential entry decision making, possibly explaining some previously observed exceptions to internationalization process theory. The contingent role of international experience further stresses that the influence of cognition in internationalization decision making is both important and complex, involving, at least, innate cognitive processes, idiosyncratic knowledge, and international experience. We discuss the theoretical implications, along with practice implications, of country familiarity and intuitive decision making in foreign market selection.

Journal of international business studies. -- 2018, v. 49, n. 4, may, p. 442-472

1. Country familiarity 2. Internationalization 3. Foreign market selection 4. Decision making 5. Cognition 6. Verbal protocol analysis

3**Innovation and internationalisation processes of firms with new-to-the-world technologies [Recurso electrónico] / Alexandra Kriz and Catherine Welch**

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

References: p. 520-522

Abstract: While there has been considerable research into the internationalisation of high-technology firms, it mostly assumes that these firms are pursuing global opportunities for technologies which are ready to be sold. This assumption does not hold for firms with 'new-to-the-world' technologies still under development. We investigate the internationalisation patterns of such firms by means of a qualitative case study. Our findings show the internationalisation patterns of the case firms to be uneven and discontinuous in nature. We attribute these patterns to the dialectical tensions which decision-makers confront between expanding internationally and developing their technologies. The nature and duration of the uncertainty inherent to bringing new-to-the-world technologies to global markets explains why tensions between innovation and internationalisation dominated, rather than synergies. In these conditions of fundamental uncertainty, the case firms were unable to benefit from the positive, self-reinforcing learning mechanism that underlies both the Uppsala internationalisation process model and the accelerated (early and rapid) internationalisation postulate. Instead, the dialectical process model which we develop recognises the socio-technical nature of technology, the impact of fundamental uncertainty, and the need to account for nonlinearity and interdependencies in the internationalisation process.

Journal of international business studies. -- 2018, v. 49, n. 4, may, p. 496-522

1. Case theoretic approaches 2. Innovation and R&D 3. Internationalisation 4. Small-and-medium-sized enterprises (SMEs) 5. Internationalisation theories and foreign market entry

4**International entrepreneurship [Recurso electrónico] : the pursuit of entrepreneurial opportunities across national borders / A. Rebecca Reuber ... [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. 403-406

Abstract: In this editorial for the Special Issue on International Entrepreneurship, we interrelate key concepts about the pursuit of opportunities from the entrepreneurship and international business literatures. In doing so, we consider the assessment of opportunities as an individual-level cognitive activity, the construction of opportunity as a firm-level innovative activity and the shaping of opportunity as an institutional-level structuring activity. We then extend the discussion to explore the notion of a distributed, global ecosystem of opportunities and opportunity seekers, which we believe may provide a platform for valuable future research.

Journal of international business studies. -- 2018, v. 49, n. 4, may, p. 395-406

1. Born global 2. Ecosystem 3. Entrepreneurship 4. Foreign market entry 5. International entrepreneurship 6. International new venture 7. Internationalization 8. Internationalization theories and foreign market entry 9. Opportunity 10. Platform

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Stability vs. flexibility [Recurso electrónico] : the effect of regulatory institutions on opportunity type / Susan L Young, Christopher Welter and Michael Conger

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

References: p. 436-440

Abstract: How entrepreneurial opportunities are formed and exploited depends upon the institutional environment in which they are embedded. The varying amounts of risk and uncertainty across and within heterogeneous institutional environments have important implications for the types of opportunity developed. While the international business and entrepreneurship literatures consider the effect of environmental risk and uncertainty on firms, risk and uncertainty are often treated as interchangeable or synonymous, and rarely are both considered to be present together. To address this, we develop a new theoretical model based on institutional economics, describing how institutional arrangements promoting stability – thus supporting an entrepreneur's ability to assess risk – will lead to more imitative opportunities, while institutions promoting flexibility – thus supporting an entrepreneur's ability to respond to uncertainty by iterating – will foster more innovative opportunities. We test this framework using crossnational data across 40 countries from the GEM survey, finding that institutional arrangements that promote stability do lead to more imitation, while institutions that promote flexibility foster more innovation. By treating risk and uncertainty as distinct constructs, our study makes theoretical contributions to research on institutional environments and opportunity types, with implications for future research on subsidiary initiatives, the evolution of MNEs, and born-global firms.

Journal of international business studies. -- 2018, v. 49, n. 4, may, p. 407-441

1. Institutional environment 2. International entrepreneurship 3. Imitation and innovation 4. Entrepreneurial opportunity 5. Regulatory institutions 6. Hierarchical linear modeling