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Client profitability of diffusion segments across countries for multi-generational innovations [Recurso electrónico] : the influence of firm, market, and cross-national differences / Ashish Sood and V Kumar

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

References: p. 1260-1262

Abstract: There is scant research on the important managerial question of how to maximize returns on investments in either international business or international marketing literature. We propose and test a conceptual framework using data from a large technology manufacturer-service provider. Despite early adoption by innovators and early adopters, the early majority segment is most profitable. However, the late majority segment and the early adopters segment are the next most profitable in the developed and emerging countries, respectively. We propose a decision support framework incorporating cross-national distances on single-generation and multigeneration profitability for MNEs offering multi-generational products in multinational markets to be more profitable.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1237-1262

1. Profitability 2. New product adoption 3. Successive product generation 4. Developed and emerging countries 5. Diffusion of innovation

2

Conceptualizing and measuring distance in international business research [Recurso electrónico] : recurring questions and best practice guidelines / Sjoerd Beugelsdijk, Björn Ambos and Phillip C Nell

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

References: p. 1129-1132

Abstract: Distance is a central concept in international business research, yet there is debate about the construct as well as its operationalization. In this editorial, we address three of the most important recurring questions posed by authors, editors, and reviewers by examining the theory, methods, and data of distance research. We discuss (1) how to theorize on distance, and (2) what method and (3) what data to use when constructing a distance index. We develop practical recommendations grounded in theory, illustrating and supporting them by calculating cross-country distance indices for all available country pairs and two of the most used distance indices: cultural and institutional. We show that, whereas a specific method to calculate distance may matter to some extent, the choice for a specific cultural or institutional framework to measure cultural or institutional distance has a major impact on country-pair distances. Overall, this editorial highlights the importance of matching data and method to the theoretical argument.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1113-1137

1. Distance 2. Cultural distance 3. Institutional distance 4. Euclidean 5. Mahalanobis 6. Kogut-Singh index

3**Individualism and stock price crash risk [Recurso electrónico]/ Zhe An ... [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. 1233-1235

Abstract: Employing a sample of 26,473 firms across 42 countries from 1990 to 2013, we find that firms located in countries with higher individualism have higher stock price crash risk. Furthermore, individualism can be transmitted by foreign investors from overseas markets to influence local firms' crash risk, and can exacerbate the impact of firm risk taking and earnings management on crash risk. Moreover, the positive relation between individualism and crash risk is amplified during the global financial crisis and attenuated by enhanced country-level financial information transparency and the adoption of International Financial Reporting Standards.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1208-1236

1. Cross-country study 2. National culture 3. Individualism 4. Stock price crash risk

4**Interpreting societal culture value dimensions [Recurso electrónico] / Mark F Peterson and Tais S Barreto**

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

References: p. 1204-1207

Abstract: Societal cultural value dimension scholarship can both learn from and inform the family of interrelated approaches to culture research in IB that appear in recent commentaries. It can exchange insights about societal values and meaning systems with neo-institutional and institutional logics research. It can also exchange insights with dual-processing cognition theories that are used to understand individuals in an international context by treating societal culture values and institutional characteristics as essential to interpreting personal values and attitudes. Rather than merging them, integrating culture-related specialties by exchanging insights can promote the further development of research in each of these societal and individual level fields.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1190-1207

1. Cultural dimensions 2. Neoinstitutional theory 3. Values 4. Social cognition

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The Kogut and Singh national cultural distance index [Recurso electrónico] : time to start using it as a springboard rather than a crutch / Robbert Maseland, Douglas Dow and Piers Steel

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

References: p. 1164-1166

Abstract: This Counterpoint investigates the continued relevance of the 30-year-old Kogut and Singh (KS) index of cultural distance. KS was a seminal contribution, highlighting the relevance of cultural differences in IB. However, since then, simplistic replications of the original arguments and index have prevented us from progressing towards a better understanding of how cross-national differences matter. We discuss the mechanisms underlying the construct and how they relate to the algorithm, data, and its critiques. We call for more theoretically informed approaches, highlighting the underlying mechanisms, and specifying which data and algorithms best capture those mechanisms in each research context.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1154-1166

1. Cultural distance 2. Psychic distance 3. Institutional distance 4. Transaction cost theory 5. Transaction cost economics or transaction cost analysis 6. Institutional theory 7. Internationalization theories and foreign market entry 8. New internalization theory

6

The making of a construct [Recurso electrónico] : lessons from 30 years of the Kogut and Singh cultural distance index / Ilya R P Cuypers ... [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. 1151-1153

Abstract: The 30-year anniversary of Kogut and Singh's (1988) groundbreaking study that introduced the concept of cultural distance and its accompanying measure provides the opportunity to take stock of what makes for a good construct. We organize our discussion around the issues of concept, algorithm, and data to clarify and gauge their contribution, before highlighting the impact of their work more generally. Many of the challenges raised by critical observers focus on one of these three dimensions. As there is value in looking systematically at the construct from concept to data, we set out the argument of the index and discuss the validity of selected lines of criticism. We identify a number of emergent and future directions for the conceptualization and measurement of cultural distance, to facilitate the continuing advancement of work on international business.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1138-1153

1. Cultural distance 2. Cultural dimensions 3. Hofstede 4. National culture

7

The tortuous evolution of the role of culture in IB research [Recurso electrónico] : what we know, what we don't know, and where we are headed / Rosalie L Tung and Günter K Stahl

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

References: p. 1186-1188

Abstract: This paper takes stock of the literature on culture in International Business by looking back in terms of evaluating what we know and what we do not know; and looking forward by identifying emerging trends and outlining avenues for future research. Unresolved issues, gaps and limitations include: (1) narrow conceptualization of culture and fragmented approach to the study of culture; (2) failure to adopt a multilevel approach and insufficient attention to level of analysis; (3) insufficient attention to context and process; (4) failure to adopt a more dynamic view of culture; (5) tendency to equate country with culture and failure to explore other national differentiators; and (6) Western-centric approach to the study of culture. Suggestions on redressing the unresolved issues include: (1) broadening the definition of culture and transcending the values-based approach to include schemas, norms, and "memes"; (2) paying more attention to process/context by exploring the situation-dependent and dynamic nature of culture; and (3) entertaining alternative research designs/ methods, such as emic approaches, qualitative methods, experimental designs, neuroscience-based methods, and replication studies. While these may represent a major departure from methodologies popular in our field, their use can hopefully help us overcome the fragmented, discipline-based approach which has contributed to the persistent problems that have plagued the study of culture in IB in the past.

Journal of international business studies. -- 2018, v. 49, n. 9, december, p. 1167-1189

1. Culture 2. Cultural distance 3. International business 4. Grand challenges 5. Context process 6. Multi-level approach 7. Memes 8. Experimental designs 9. Neuroscience-based methods 10. Replication studies