

1. Record Nr.	UNINA9910787915303321
Titolo	Multinational enterprises, markets and institutional diversity [[electronic resource] /] / edited by Sarianna Lundan, Alain Verbeke, Rob Van Tulder
Pubbl/distr/stampa	West Yorkshire, England : , : Emerald, , 2014 ©2014
ISBN	1-78441-421-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (518 p.)
Collana	Progress in international business research, , 1745-8862 ; ; v. 9
Altri autori (Persone)	LundanSarianna M VerbekeAlain TulderRob van
Disciplina	338.88
Soggetti	Business & Economics - International - General International business International business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	New analysis of multinational enterprises and their linkages with markets and institutional diversity / Alain Verbeke, Rob Van Tulder, Sarianna Lundan -- Internalization theory and the governance of the global factory / Jenny Hillemann, Alain Verbeke -- Considering the local partner. A two-sided perspective on transaction costs during market entry / Alexander H. Wisgickl, Jonas Puck -- Selling to Chinese firms : a seller's perspective. Empirical evidence from the German automotive industry / Simona Gentile-Lüdecke -- What best explains the success of cross-border technology transfers in MNCs : traditional coordination instruments or modern management concepts? / Joachim Wolf, William G. Egelhoff, Christian Rohrlack -- Perceptions vs national-level differences : a mediating model of psychic distance / Douglas Dow, Lars Håkanson, Björn Ambos -- FDI and institutions : formal and informal institutions / Aljaz Kuncic, Andreja Jaklic -- Is distance the same across cultures? A measurement-equivalence perspective on the cultural distance paradox / André van Hoorn, Robbert Maseland -- Culture and a cascading model of emotional intelligence : an

exploratory analysis / Marjaana Gunkel, Christopher Schlaegel, Robert Engle -- Micro-political behaviour in the multinational enterprise : a language perspective / Rebecca Piekkari, Suzanne Tietze -- Impact of outward foreign direct investment promotion policy : evidence from newly industrialized, emerging and developing Asian economies / Filip De Beule, Danny Van Den Bulcke, Haiyan Zhang -- An exploration of commercial diplomacy as a set of facilities to support international business to and from emergent markets / Huub J.M. Ruël, Robin Visser -- The vagueness of the "country-specific advantage" construct : which host-CSAs matter for Chinese OFDI? / Gilmar Masiero, Francisco Urdinez -- Multinational firms, corruption and innovation in Russia / Natalya Smith, Ekaterina Thomas, Christos Antoniou -- Strategic asset seeking by EMNEs : a matter of liabilities of foreignness - or outsidership? / Bent Petersen, Rene E. Seifert, Jr. -- Reverse transfer of HRM practices from emerging market subsidiaries : organizational and country-level influences / Micha K. Lemanski -- Facing discrimination by host country nationals : emerging market multinational enterprises in developed markets / Katrin Held, Nicola Berg -- The performance logic of international diversification / Jorge Carneiro ... [et al.] -- Chinese MNCs : an overview of the current state of research / Diego Quer-Ramón, Enrique Claver-Cortés, Laura Rienda-García.

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### Sommario/riassunto

This research volume in honour of the late Daniël Van Den Bulcke, one of the founding fathers of the European Business Academy (EIBA) and a core institution builder of the Academy of International Business (AIB), focuses on conceptual innovations in assessing the impact of institutions on multinational enterprise (MNE) strategies. More specifically, the key question addressed in this volume is whether (and how) elements of institutional diversity affect MNE behaviour. Key sections include: New Governance Determinants of MNE Behaviour; New Approaches to Defining and Measuring Institutional Distance; New Perspectives on the Role of Country Specific Advantages in International Business Decisions; Institutional Diversity in the Emerging Economy Context.

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