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Altri autori (Persone)	JeanRuey-Jer Bryan ChiouJyh-Shen ZouShaoming
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Nota di contenuto	Marketing innovation in and from emerging markets : an introduction / Ruey-Jer "Bryan" Jean, Jyh-Shen Chiou, Shaoming Zou -- Enhancing market responsiveness through knowledge transfer and knowledge codification : evidence from foreign subsidiaries in China / Ruby P. Lee, Xinlin Tang, Xitong Guo -- An explorative study on the impact of IT capabilities on international key account management capabilities and firm performance in international customer-supplier relationships / Ruey-Jer "Bryan" Jean -- The impacts of institutional differences on learning in international strategic alliances / Mia Hsiao-Wen Ho, Pervez N. Ghauri -- Examining the relationship between market orientation and export performance : the moderating role of competitive intensity / Jorge F.B. Lengler, Carlos M.P. Sousa, Catarina Marques -- Adopting neural net methodology for literature mapping and the generation of research ideas : an example at the interface of entrepreneurship, ICT,

and economic development / Noemi Sinkovics -- Channel strategies of foreign sales subsidiaries : the case of firms from developing countries operating in developed countries / Chwo-Ming J. Yu, Hsiao-Wen Lin, Hui-Yun Chiu -- Effects of the transaction characteristics on the side of dependence in a context of vertical coordination : the case of fresh produce exports from Chile to Europe / Jean-Marie Codron ... [et al.] -- Wave of home culture and MNC performance : the Korean wave (Hallyu) / Daekwan Kim, Seoung-Do Cho, Gang Ok Jung -- A reconceptualization of the degree of company globalization / Rudolf R. Sinkovics, Olli Kuivalainen -- International marketing and experiential learning : a good fit for business education? / Tiger Li, Chiang-nan Chao.

Sommario/riassunto

Volume 24 of *Advances in International Marketing*, guest-edited by Professors Jean, Chiou and Zou, considers the impact of major trends in external and internal environments of the firm on international marketing. Major themes include: emerging market firms? innovation, technology-enabled marketing innovation, global account management, knowledge sharing in international alliances, internationalization of small and entrepreneurial firms, export marketing channels, global companies and issues of national culture on consumers? evaluation of MNEs performance and teaching international marketing to students. Papers in part one focus on innovation from emerging markets, including the impact of technological innovation on management innovation in terms of global account management in emerging markets firms and the impact of context on international strategic alliance knowledge transfer and innovation. Part two combines studies with a small- and medium-sized firm perspective and a focus on entrepreneurship. Part 3 looks at export marketing issues, such as sales subsidiaries, foreign channel selection and dependence on export channel co-ordination. Part 4 is devoted to globalization and culture issues, including the dimensions of a global company and the impact of pervasion of national culture on consumers? Evaluation of MNEs performance. Part 5 deals with the effectiveness of alternative teaching methods of international marketing.
