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Market MNEs / Laura Rienda -- ; ch. 11 Firm Resources, Institutional Distance, and the Choice of Entry Mode / Thomas Lindner -- ; ch. 12 How the Direction of Institutional Distance Influences Foreign Entry Mode Choices: An Information Economics Perspective / Arjen H.L. Slangen -- ; ch. 13 Equity Commitment in Cross-Border Acquisitions: The Influence of Distance and Organizational Resources / Jorma Larimo -- ; pt. IV THE VALUE OF DISTANCE -- ; ch. 14 The Geography of International Knowledge Sourcing: Looking Back and Moving Forward / Grazia D. Santangelo -- ; ch. 15 CSR Implementation in MNEs: The Role of Distance and Prioritization of Demands / Anne Jacqueminet -- ; ch. 16 Breaking Bad? The Effect of Faultline Strength and Distance on Relationship Conflict, and Performance in Teams. A CONDITIONAL PROCESS MODEL / Ursula Pregernig -- ; ch. 17 When Distance is Good: An Upper-Echelons Perspective on the Role of Distance in Internationalization / Dorota Piaskowska -- ; ch. 18 How to Internationalize A Traditional Portuguese-Style Food -- Liability or Asset of Portugueseness? / Maria Elo -- ; pt. V ALTERNATIVE LENSES FOR IB RESEARCH -- ; ch. 19 Liabilities of Distance: Governance Cost Dynamics in MNE Headquarters -- Subsidiary Relationships / Sverre Tomassen -- ; ch. 20 Reducing Psychic Distance Through Springboard Subsidiaries: An Exploratory Case Study / Paloma Miravittles -- ; ch. 21 Cultural Distance, Reputation Transferability, and Cross-Border Acquisitions: A Consumer Perspective / Riccardo Resciniti -- ; ch. 22 Domestic Alliance Formation and the Foreign Divestment Decisions of Firms / Gabriel R.G. Benito.

Sommario/riassunto

This research and teaching volume has been composed in honour of Rosalie Tung, a distinguished institution builder, thought leader and educator in the field of international business (IB). The volume addresses Rosalie Tung's main research focus in a career that has already spanned several decades, namely the analysis of distance facing multinational enterprises (MNEs), with a focus on state-of-the-art conceptual and fact-based empirical developments in the realm of cultural and institutional distance elements. The impact of distance on international business transactions and operations remains ill-understood. How should distance be conceptualized? Which dimensions of distance should be considered? Is distance always a cost, or can it sometimes confer value? This twelfth volume in the Progress in International Business Research series presents extensive accounts of the contemporary scientific debate on how to assess the impacts of distance, both negative and positive ones, on the conduct of international business. This volume covers five dimensions related to the concept, cost and value of distance, in International business: the concept of distance; the cost of cultural and psychic distance; the cost of institutional distance; the value of distance; alternative lenses for IB research.
