

Sección de Dirección Internacional de ACEDE



Newsletter Nº 8 - 2018

Carta del Presidente de la Sección

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ANEXO: CATÁLOGO INVESTIGADOR 2018

Presidente:

Alex Rialp Criado (U. A. Barcelona)

Vicepresidenta:

Cristina López Duarte (U. Oviedo)

Secretario:

Francisco García Pérez (U. Oviedo)

Editora de la Newsletter:

Natalia Dejo Oricain (U. Zaragoza)

Es para mí un verdadero placer, en mi segundo año como Presidente de esta sección, presentaros la Newsletter Nº 8 de la Sección de Dirección Internacional de ACEDE, correspondiente al año 2018.

La información que aquí se presenta se limita a recoger la información suministrada por los propios socios y colaboradores, por lo que sólo permite identificar una parte del gran trabajo y de gran calidad que se está generado en el campo de la internacionalización de la empresa.

No voy a enumerar todas las aportaciones recogidas en las siguientes páginas, pero sí quiero valorar la importancia de seguir contribuyendo y de compartir esta información con todos, ya que un mayor conocimiento de los intereses docentes e investigadores de los miembros de la sección puede abrir puertas a nuevas colaboraciones y/o seguir estrechando lazos.

Precisamente por y para ello, se incorpora, de nuevo como Anexo, la versión actualizada del 2018 del Catálogo de investigadores que se empezó a realizar el año 2016 bajo la presidencia de la Dra. Marisa Ramírez. Espero que os siga siendo a todos de gran utilidad y que nos permita seguir conociéndonos todavía mejor.

La gran labor de recopilación de la información y maquetación del Catálogo tengo que agradecerla a Francisco García Pérez y la de la Newsletter a Natalia Dejo Oricain que tan generosamente ha aceptado el reto de continuar editándola, y a quienes les quiero agradecer muy sinceramente el esfuerzo y tiempo dedicado a esta labor.

Señalar también que se ha estado renovando la web de ACEDE, así como las partes relativas a las secciones y que confío constituirán un instrumento de contacto y difusión de nuestros intereses para con esta sección a través de este canal virtual muy fructíferos.

Finalmente, dada la cercanía de las Fiestas navideñas y la finalización de este año 2018, me gustaría desearos en mi nombre y en el de todo el equipo de la sección, **unas muy Felices Fiestas de Navidad y desear que el 2019 sea un año cargado de salud, felicidad y de grandes éxitos personales y profesionales para todos.**

Alex Rialp Criado

2. CONTRIBUCIONES DE LOS SOCIOS DE LA SECCIÓN

ARTÍCULOS PUBLICADOS

Alarcón, M^a.C.; Rialp, A.; Rialp, J. (2018). "Examining the Impact of Managerial Involvement with Social Media on Exporting Firm Performance". *International Business Review*, 27 (2): 355-366.

Abstract: The growth of social media presents international businesses and marketers with unprecedented risks and challenges. Marketers are becoming aware of the threat of losing control over their message and are also beginning to realize the potential of social media as a marketing tool. Based on export managers' beliefs about social media use outcomes, as well as their attitudes, intention to use, and actual use of these applications of Web 2.0, three groups of Spanish exporters are identified according their managerial involvement with social media tools: 'potential in SM', 'initiated in SM', and 'expert in SM'. Considering other firm characteristics and type of sector, these three clusters of exporting firms are fully characterized and their relationship with firm performance is determined. From these results, relevant implications emerge for academic researchers, entrepreneur-managers and policy-makers.

Cuéllar-Molina, D.; García-Cabrera, A.M.; Lucia-Casademunt A. (2018). "Is the institutional environment a challenge for the well-being of female managers in Europe? The mediating effect of work-life balance and role clarity practices at the workplace". *International Journal of Environmental Research and Public Health*. Special Issue "Workplace Health Promotion 2018", 15 (9), 1813.DOI: 10.3390/ijerph15091813

Cuervo-Cazurra, A., Nieto, M.J. and Rodríguez, A. (2018). "The impact of R&D sources on new product development: sources of funds and the diversity versus control debate". *Long Range Planning*, 51 (5): 649-665.

Resumen: En este trabajo estudiamos el impacto relativo de las diferentes estrategias de I+D (I+D realizado por la empresa en su país, I+D subcontratado en su país, I+D realizado por la empresa en el extranjero –offshoring cautivo, e I+D subcontratado en un país extranjero –offshoring por subcontratación) sobre las innovaciones de productos según su novedad. A nivel teórico, comparamos dos argumentos que han creado un debate en la academia: Uno es que la diversidad de conocimiento es mejor para la innovación; y otro es que el control del conocimiento es mejor para el desarrollo de innovaciones. Nuestros resultados evidencian que son las estrategias de I+D con mayor grado de control del conocimiento las que favorecen la innovación. Por tanto, se considera que las opciones de I+D interno (tanto en el país como offshore) son las más importantes. Cuando control y diversidad están presentes en la estrategia de I+D, como son en los casos de subcontratación I+D doméstica y offshoring de I+D cautivo, no se puede decir que una opción sea mejor que la otra, ambas son positivas.

Además, analizamos el impacto de las fuentes de financiación de las actividades de innovación con fondos propios o externos en los efectos de las diferentes estrategias de I+D sobre los resultados innovadores. Nuestros resultados evidencian que las fuentes de financiación moderan dichas relaciones. En particular, encontramos que las fuentes internas de financiación fortalecen el impacto de las actividades de I+D con más diversidad de conocimiento, mientras que las fuentes externas de

financiación fortalecen el impacto de las estrategias de I+D con más control del conocimiento sobre los resultados de innovación.

De Matías Batalla, D. (2018). MARKETING PARA LAS ORGANIZACIONES DEL S.XXI. ALCALA GRUPO EDITORIAL. 278 págs.

De Matías Batalla, D. (2018). “España y Reino Unido, dos economías avocadas a entenderse tras el Brexit”. Boletín Económico de ICE, Nº 3031: 31-52 (Dialnet, CIRC-D).

De Matías Batalla, D. (2018). La empresa multinacional española en Latinoamérica y Caribe a través de las IJV, Funcas: 1-27.

Freixanet, J.; Renart, G.; Rialp, A. (2018). “The Impact of Managers’ Global orientation on SME Export and Economic Performance”. *Management International Review*, 58 (4): 571-604.

Abstract: This study investigates the relationship between selected managers’ attitudinal and cognitive aspects, proxied through observable demographic variables, and small and medium-sized enterprises’ export and economic performance. We argue that a manager’s positive attitude, vision, and commitment towards international business reflected in his/her level of global orientation (MGO) will positively influence various dimensions of the firm’s performance. We contend further that this impact is consistent in the long term and differs according to firm size and industry.

Based on a sample of 271 manufacturers between 2005 and 2014 (2710 observations), empirical findings provide overall support for our arguments, showing that MGO is positively related to firms’ export intensity, scope and speed. Accordingly, firms whose managers have a higher MGO perform a more rapid first-time foreign market entry, they export to more countries, and they sell a higher percentage of their total turnover abroad. The level of MGO is also associated with some export marketing outcomes, namely the creation of a network of sales partners and export planning. Finally, a higher MGO is also related to increases in overall profitability, particularly for smaller firms and for the Manufacturing and wholesale industry. The paper concludes with a discussion about managerial and public policy implications.

García-Cabrera, A.M.; García-Soto, M.G.; Dias-Furtado, J. (2018). “The individual’s perception of institutional environments and entrepreneurial motivation in developing economies: Evidence from Cape Verde”. *South African Journal of Economic and Management Sciences*, 21 (1), a2377. DOI: <https://doi.org/10.4102/sajems.v21i1.2377>

García-Cabrera, A.M.; Lucia-Casademunt, A.M.; Padilla-Angulo, L.; Cuéllar-Molina D.G. (2018). “Negative work-family/family-work spillover and well-being across Europe in the hospitality industry: The role of perceived supervisor support”. *Tourism Management Perspectives*, 26, 39-48. DOI: 10.1016/j.tmp.2018.01.006

González-Mieres, C. López-Duarte, C. y Vidal-Suárez, M.M. (2018): “Evolución y proyección internacional del sector de construcción naval español 2002-2016. El impacto del sistema español de arrendamiento fiscal”, *Revista de Historia Industrial*, Vol. 73: 133.164.

Resumen: El presente estudio analiza en qué medida el sistema español de arrendamiento fiscal ha influido en la evolución reciente (2002-2016) de la actividad de los astilleros españoles en términos de volumen de producción y alcance internacional. Tras un largo período de crecimiento cimentado en las políticas proteccionistas del Estado, el sector naval español se enfrentó en las últimas décadas del pasado siglo a fuertes procesos de reconversión industrial que desembocaron en la drástica reducción de su capacidad productiva y en una profunda transformación estratégica, tanto en la forma de competir como en los mercados objetivo. La evolución reciente y la supervivencia futura de las empresas navales españolas pasa necesariamente por su proyección internacional. El sistema español de arrendamiento fiscal o tax lease, de aplicación en nuestro país desde el pasado 2002, constituye una medida de apoyo institucional dirigida a promover la competitividad de las empresas navales españolas cuyo diseño, aplicación y encaje legal en la normativa europea ha condicionado de manera significativa la evolución reciente del sector en nuestro país.

Hernández, V.; Nieto, M.J.; Boellis, A. (2018). "The asymmetric effect of institutional distance on international location: family versus nonfamily firms". *Global Strategy Journal*, 8 (1): 22-45.

López-Duarte, C.; Vidal-Suárez, M.M. y González-Díaz, B. (2017). "¿ Cómo afecta la cultura nacional a la forma de entrar en los mercados internacionales?/How does national culture affect the choice of entry mode in international target markets". *Emprendimiento y Negocios Internacionales*, Vol. 1: 29-36.

Resumen: Este trabajo analiza la influencia de las posiciones culturales en la elección del modo de entrada en los procesos de inversión en el extranjero (IDE) –empresa conjunta frente a filiales de plena propiedad. El trabajo estudia el impacto de la posición cultural en relación con cuatro dimensiones culturales, así como su potencial interacción con otras variables contextuales de la inversión (i.e., diferencias lingüísticas). Atendiendo a los resultados, los directivos que adoptan decisiones sobre la elección del modo de entrada deberían considerar la posición relativa de cada dimensión cultural, así como su interacción con variables contextuales de la inversión.

López-Duarte, C.; Vidal-Suárez, M.M. y González-Díaz, B. (2017). "The early adulthood of the Asia Pacific Journal of Management: A literature review 2005–2014". *Asia Pacific Journal of Management*, Vol. 35 (2): 313-345.

Abstract: This research represents a comprehensive review of the articles published in the Asia Pacific Journal of Management (APJM) between 2005 and 2014, the journal's early "adulthood." It provides an overview of the evolution of this body of research across different dimensions: types of articles, international scope of the research, contributing scholars and institutions, scientific collaboration and non-academic cooperation paths as APJM developed as an Academy of Management associated journal. It also analyzes the impact of its published articles on the research field—based on traditional direct, indirect, and weighted impact measurements as well as on alternative metrics—and the journal's performance. APJM's early adulthood was featured by rapid and positive changes in terms of numbers, reach, international scope, scientific collaboration, article impact, and overall journal performance. Furthermore, the journal is currently ranked among the better management journals worldwide and has become the first among all management journals with a declared regional focus. Some hurdles remain and new challenges must be faced; among them, increasing the volume of conceptual works and

developing the journal's scope by publishing a higher number of pieces of research dealing with organization and management issues relevant from a global (not only regional) perspective and continuing the journal's general improvement and growth.

Lucia-Casademunt, A.M.; García-Cabrera, A.M.; Padilla-Angulo, L.; Cuéllar-Molina D.G. (2018). "Returning to work after childbirth in Europe: well-being, work-life balance, and the interplay of supervisor support". *Frontiers in Psychology*, 9, 68. DOI: 10.3389/fpsyg.2018.00068

Martínez-Noya, A.; García-Canal, E. (2018). "Location, shared suppliers and the innovation performance of R&D outsourcing agreements". *Industry and Innovation*, 25 (3): 308-332.

Resumen: The location of an international supplier constitutes a crucial variable when outsourcing research and development (R&D) services, especially if the supplier also serves competitors. Even though shared suppliers have refined capabilities, they may act as hubs for knowledge transfers, exposing their clients to the risk of knowledge leakages to their competitors. Building on Transaction Cost Theory, we argue that a client's ability to benefit from having a shared supplier will be dependent on the appropriability regime of the outsourcing location, whose effectiveness depends on the Intellectual Property Rights (IPR) protection within the country, and the tacit and specific nature of the service outsourced. Using primary data at the transaction level from a survey to 170 technology-intensive firms from the EU and the U.S., we find that sharing R&D suppliers with competitors appear to mimic some of the advantages and disadvantages of being collocated with them, especially in countries offering weak IPR protection.

Martínez-Noya, A.; Narula, R. (2018). "What more can we learn from R&D alliances? A review and research agenda". *Business Research Quarterly*, 21 (3): 195-212. <https://doi.org/10.1016/j.brq.2018.04.001>

Resumen: R&D cooperation has become a core aspect of the innovation strategy of R&D-performing organisations over the last three decades. Globalization has increased the imperative to organise these cross-border, inter-firm agreements efficiently, and this has led to a cross-fertilisation of ideas from a variety of fields, including international business, management, geography and, more recently, psychology. The aim of this paper is to review and synthesise this literature to identify new directions for research. The breadth of the academic discussion has evolved towards a general consensus on governance choice decisions, motives for collaboration, partner selection decisions and performance implications. Despite having achieved some degree of clarity on these issues, the growing complexity and international nature of these alliances requires a multidisciplinary approach, both in relation to the theories to apply, as well as in the type of data needed.

Ojala, A.; Evers, N.; Rialp, A. (2018). "Extending the International New Venture Phenomenon to Digital Platform Providers: A Longitudinal Case Study". *Journal of World Business*, 53 (5): 725-739.

Abstract: People increasingly interact with services enabled by digital platforms. This has been a consequence of the digitalization of artifacts, which has transmuted traditional businesses into digital forms. With the increasing digitalization and modularization of services, digital platforms have given many digital service providers possibilities to scale globally, and to rapidly transcend national borders by serving multi-sided markets. However, we still know very little about how digital platform

providers actually internationalize their services, or how they make their platforms available for global markets. In this paper, we contribute to the increasing literature on digital-based INVs, examining how firms of this type internationalize their services, and more specifically, how recent technological developments have shaped the firms' internationalization processes. Drawing on concepts from the network approach to internationalization, resource dependency theory, and INV theory, we extend the scope of INV theory via a model that encompasses the internationalization process of digital platform providers. We report on a longitudinal case study of a digital platform provider (covering the period 2000–2017), which allowed us to gain in-depth insight into the INV phenomenon.

Perdomo Pérez, D.; Suárez-Ortega, S.M; García-Cabrera, A.M (2018). “Retos institucionales en la actividad empresarial de establecimientos hoteleros localizados en países en desarrollo”. *Revista de Responsabilidad Social de la Empresa*, 28(1): 149–179.

Puig, F.; Gonzalez-Loureiro, M.; Ghauri, P. (2018). “Running faster and jumping higher? Survival and growth in international manufacturing new ventures”. *International Small Business Review*, 36 (7): 829-850.

Abstract: Going international early is increasingly the choice of new ventures established in manufacturing industries. However, does earliness provide a positive outcome for internationalization? To answer this, we have longitudinally analyzed 3181 manufacturing new ventures established between 2002 and 2012. Using Cox regressions, we found that the 124 late internationals had the lowest risk of failure, while the 229 early internationals could not compensate for their mortality risk with significantly higher levels of growth in the post-internationalization period. We discuss why an early internationalization is more perilous than beneficial and provide some recipes for the internationalization of new ventures in these industries.

Rodríguez, A.; Nieto, M.J.; Santamaría, L. (2018). “International collaboration and innovation in professional and technological knowledge-intensive services”. *Industry and Innovation*. 25 (4): 408-431.

Resumen: En este trabajo estudiamos el impacto de la colaboración internacional sobre los resultados innovadores de empresas de servicios intensivos en conocimiento de carácter tecnológico versus las de carácter profesional. Nuestros resultados confirmaron nuestras hipótesis de la relevancia de distintos tipos de colaboraciones internacionales y nos permitieron poner de manifiesto que la proximidad a los socios es más importante en las colaboraciones internacionales desarrolladas por las empresas de servicios de carácter profesional, mientras que es la diversidad el elemento crucial para alcanzar resultados innovadores en las colaboraciones internacionales de las empresas de carácter tecnológico. Con este trabajo aportamos conclusiones y recomendaciones interesantes y útiles para el desarrollo de colaboraciones internacionales por este tipo de empresas basadas en el conocimiento.

Un, A.; Rodríguez, A. (2018). “Learning from R&D outsourcing vs. Learning by R&D outsourcing”. *Technovation*. 72: 24-33.

Resumen: En este trabajo se abordan y aportan considerables contribuciones en el campo del outsourcing (offshoring y onshore) y sus efectos sobre el número de innovaciones de productos desarrollados por las empresas. En particular, proponemos una separación entre el aprendizaje de la subcontratación de I + D

(learning from R&D outsourcing), por lo que la empresa mejora su capacidad para innovar utilizando la I + D subcontratada directamente en nuevos productos, del aprendizaje de la subcontratación de la I + D (learning by R&D outsourcing), mediante el cual la firma utiliza indirectamente la I + D subcontratada integrándola con la I + D interna para crear nuevos productos. Sobre la base de la visión basada en el conocimiento, argumentamos que es probable que el aprendizaje de la subcontratación de I + D tenga una relación inversa en forma de U con la innovación de productos, porque los beneficios iniciales de la subcontratación de conocimientos de I + D de componentes para innovar productos finalmente se ven contrarrestados por los vacíos de la capacidad de la firma para innovar. En contraste, proponemos que el aprendizaje por parte de la subcontratación de I + D probablemente tenga una relación en forma de U con la innovación de productos, porque los desafíos iniciales de la integración de la I + D interna y externa eventualmente se superan, lo que resulta en más innovaciones. Por último, distinguimos entre la externalización de I + D nacional y extranjera y proponemos "liability of foreignness" en la externalización de I + D, ya que tiene un impacto menor en los nuevos productos que la externalización de I + D nacional. El análisis empírico muestra que la I + D subcontratada tiene una relación invertida en forma de U con el número de nuevos productos, mientras que la interacción entre la I + D subcontratada y la I + D interna tiene una relación en forma de U con la cantidad de nuevos productos. También muestra que la I + D externa externalizada en el mismo país tiene un mayor impacto positivo en la cantidad de nuevos productos que la I + D externa externalizada en el extranjero.

Un, A.; Rodríguez, A. (2018). "Local and global knowledge complementarity and R&D collaborations by domestic and foreign firms". *Journal of International Management*. 24 (2): 137-152.

Resumen: En este trabajo estudiamos las estrategias internacionales de colaboración tecnológica. En concreto, analizamos la complementariedad del conocimiento local o internacional a la hora de colaborar con distintos tipos de socios por las subsidiarias de las multinacionales. Los resultados alcanzados nos permiten recomendar a los empresarios, entre otras cosas, que según el tipo de conocimiento complementario que se necesite las empresas deben elegir un determinado tipo de socio –proveedor, competidor, cliente, etc.; y que éstos no serán los mismos para las empresas domésticas que las extranjeras.

Urzelai B.; Puig F. (2018). "Developing international social capital: The role of communities of practice and clustering". *International Business Review*, <https://doi.org/10.1016/j.ibusrev.2018.08.008>

Abstract: One criteria regarding where to invest in foreign markets is linked to the international social capital (ISC) that exists on the place, which enables the access to local knowledge and other location-specific advantages. There are alternative ways to create and make use of that ISC that are still unexplored by International Business literature. In this paper, we study the geographic communities of practice (CoP) that are formed by FDI firms from the same country-of-origin (the so-called country-of-origin clusters).

Our findings suggest that there are particular mechanisms based on the informal connections and repeated interactions facilitated by a common language and non-competitive relationships that create an ISC in the CoP. Moreover, our analysis shows there is a heterogeneity in the way these mechanisms are developed and used by the member firms, and this is due to organizational and individual factors, as well as leadership dynamics.

Zolfaghari, M.; Rialp, A. (2018). "International Ecopreneurs: The Case of Eco-entrepreneurial New Ventures in the Renewable Energy Industry". *Journal of International Entrepreneurship* <https://doi.org/10.1007/s10843-017-0222-3>

Abstract: In this paper, we explored the relationship between the sustainable and international entrepreneur to define the phenomenon of international ecopreneur.

This notion is applied in an empirical case study research about six Spanish ecoentrepreneurial new ventures competing in the renewable energy industry and showing their early endeavors to enter international markets. Results of this study emphasize that sustainability issues and making the world a better place to live, as ecopreneurs' philosophical view, are key driving forces for early international development of ecoentrepreneurial companies, even in the pre-commercialization phase. Evidences derived from the cases show that appropriate international skills and experience-based knowledge in the energy sector and entrepreneurship are essential qualities for being successful in an emerging and globally integrated industry like renewable energies. Our results imply that ecopreneurs' formal and informal ties, inner values, and prior international experience and education, particularly accumulated in the international context, are a determinant factor in opportunity recognition and international business development. Policy makers, for designing a more effective policy, should pay particular attention to the importance of non-financial incentives for encouraging ecopreneurs to enter international market. An important limitation of our study is that we only explored ecopreneurs' behavior in renewable energy industry in Spain only.

ARTÍCULOS ACEPTADOS Y EN PROCESO DE PUBLICACIÓN

García-Cabrera, A.M.; García-Soto, M.G.; Olivares-Mesa, A. (2018). "Entrepreneur's Resources, Technology Strategy, and New Technology-Based Firms' Performance". *Journal of Small Business Management* (in press). DOI: 10.1111/jsbm.12411

Jin, B.; García, F; Salomon, R. (2018). "Inward foreign direct investment and local firm innovation: The moderating role of technological capabilities", *Journal of International Business Studies*, forthcoming. <https://doi.org/10.1057/s41267-018-0177-1>

Abstract: Extant research on inward foreign direct investment (FDI) suggests that foreign entrants bring superior technology with them to host countries, thereby providing local firms the opportunity to learn and upgrade their technologies. However, foreign entrants also increase competition in the local market, potentially harming domestic firms. In this study, we extend existing work on inward FDI by investigating the moderating role of technological capabilities on the relationship between inward FDI and local firm innovation. Building upon firm capabilities arguments, we expect that domestic firms with existing technological capabilities are better positioned to stave off foreign competition and better able to learn from foreign entrants. However, we find, somewhat surprisingly, that local technological leaders apply for fewer patents and introduce fewer new products than do local technological laggards subsequent to foreign entry. These results imply that technological capabilities do not buffer domestic firms from the deleterious competition consequences associated with inward FDI.

Lucia-Casademunt A.; Cuéllar-Molina, D.; García-Cabrera, A.M. (2018). "The role of human resource practices and managers in the development of well-being: cultural differences in the changing workplace". *Cross Cultural & Strategic Management* (in press). DOI: 10.1108/CCSM-05-2017-0054

LIBROS

Puig, F.; Urzelai, B. (2018) (Eds.). *Economic Clusters and Globalization: Diversity and Resilience*. Routledge (Taylor and Francis Group), forthcoming.

Abstract: This volume shows that in today's globalized world, clusters are an important factor in explaining the different growth rates of firms, cities and regions. Drawing on the expertise of an international contributor team, it covers topics such as: clusters and SME competitiveness; innovation and science parks; clusters and multinationals; and ICT clusters. It reveals great diversity in terms of the origin of clusters, the organizational relationships at play, and the characteristics of the firms involved. Taking lessons from a rich variety of literature and empirical cases, the book provides valuable insights for regional development and industrial policy.

CAPÍTULOS DE LIBRO

Arteaga Ortiz, J.; García Cabrera, A.M.; Miranda Martel, M.J. (2017). "La estrategia de internacionalización y la empresa" en *Manual de Internacionalización. Técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización* (pp. 107-217). ICEX España Exportación e Inversiones e ICEX CECO, Madrid. ISBN: 978-84-7811-866-3. EISBN: 978-84-7811-865-6

Moen, O.; Rialp, A. (2019). "European SMEs and the Born-global Concept". In Gabriele Suder, Monica Riviere and Johan Lindeque (eds.), *The Routledge Companion to European Business*. London: Routledge. (págs. 79-90). ISBN: 978- 1-138- 22658- 6 (hbk)

Abstract: Newly established firms with early involvement in international markets have received considerable attention during the past 25 years. These firms have been labelled 'Born Globals' (Rennie 1993), 'International New Ventures' (McDougall et al. 1994), 'Instant Internationals' (Preece et al. 1999) or 'Global Start-ups' (Jolly et al. 1992), while the research stream has often been defined as International Entrepreneurship (McDougall and Oviatt 2000; Peiris et al. 2012). We will use the term 'Born Global', referring to firms with significant international sales within a short time of inception.

CASOS DE ESTUDIO

García Cabrera, A.M. (2017). "MMI Media Monitor Internacional" en *Manual de Internacionalización. Técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización* (pp. 7-28), Parte II, Desarrollo y Resolución de Casos Prácticos. ICEX España Exportación e Inversiones e ICEX CECO, Madrid. ISBN: 978-84-7811-866-3. EISBN: 978-84-7811-865-6

García-Cabrera, A.M.; Suárez-Ortega, S.M.; Durán-Herrera, J.J. (2017). "The problems encountered when operating in developing countries: the case of a Spanish hotel chain in Africa". *Revista Emprendimiento y Negocios Internacionales*, 2(2), 42-52. DOI: 10.20420/eni.2017.193

García-Cabrera, A.M.; Suárez-Ortega, S.M.; Durán-Herrera, J.J. (2018). "Looking for fruitful interactions between tourism multinationals and local governments in Africa". *Revista Emprendimiento y Negocios Internacionales*, 3(1), 26-36. DOI: 10.20420/eni.2018.215

Penas Franco, P. (2018): "10 Artículos de Management". Ediciones Empresa. 168 páginas.

Resumen: El objetivo de este libro es ilustrar tanto aspectos concretos de la estrategia de algunas de las principales multinacionales del mundo, como temas de rabiosa actualidad empresarial. Pretende explicar al lector estrategias de multinacionales como Amazon, Google, Apple, Facebook, Alibaba o McDonald's. Analiza tanto aspectos que explican su éxito como otros que desvelan la clave de la competencia contra sus principales rivales. Ofrece una visión general sobre cómo las empresas pueden adaptar su marketing en mercados internacionales y profundiza en el tema más candente del momento: la transformación digital, analizando su impacto en general y haciendo foco en un sector concreto: retail. Cada capítulo es autocontenido y puede emplearse como material docente.

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Amazon.es: <https://www.amazon.es/10-Art%C3%ADculos-Management-Entendiendo-principales/dp/849489630X>.

Urzelai, B.; Puig, F. (2017). "The Chinese bittersweet cake in Orbea's internationalization". In *Reshoring of Manufacturing: 163-181*. Springer, Cham.

Abstract: The objective of this case study is to analyze the role of the place and the space in the international relocation strategy of Orbea. This will involve studying the main decision factors as well as the major organizational adjustments related to the linkage between the structure and the location.

COMUNICACIONES EN CONGRESOS

Ramírez-Alesón, M.; Fernández-Olmos, M. (2018). "Firm's importing activities and innovation: empirical evidence from Spain". XXVII Congreso Nacional de ACEDE, del

24 al 26 junio de 2018, Valladolid. Esta comunicación fue seleccionada como una de las 3 finalistas de la Sección de Dirección Internacional de ACEDE 2018.

Ramírez-Alesón, M.; Fernández-Olmos, M. (2018). "How different is the relationship between importing and innovation performance for family firms?". XIV Iberian International Business Conference, 25-26 octubre 2018, Cádiz

TESIS DOCTORALES DIRIGIDAS Y DEFENDIDAS

TÍTULO: Las nuevas empresas internacionales de servicios intensivos en conocimiento: Un estudio cualitativo multinivel de la influencia del entorno institucional, el capital humano y su modelo de negocio.

CENTRO/UNIVERSIDAD: Facultad de Economía y Empresa/Universidad Autónoma de Barcelona

FECHA DE LECTURA: 10/11/2017

DOCTORANDO: Carlos Martínez Lizama

DIRECTOR: Dr. Alex Rialp Criado (Universidad Autónoma de Barcelona)

PREMIOS Y MENCIONES RECIBIDOS

Premio Estudios Financieros 2018.

"La supervivencia concursal en España. Lecciones tras una crisis". Dicho trabajo quedó en primer lugar en la sección de Contabilidad y Administración de Empresas y fue dotado con 9.000 euros. Autores: Manuel Rico y Francisco Puig.

En el mismo los autores arrojan luz sobre baja tasa de supervivencia concursal en España a través del análisis conjunto de los tres determinantes claves del proceso: stakeholders, intensidad de la respuesta (estrategias) y gravedad de la situación. Los resultados obtenidos permiten orientar a los legisladores, académicos y directivos para afrontar más eficazmente la supervivencia concursal en España en el futuro, así como abrir prometedoras líneas de investigación en el reflotamiento de empresas multinacionales.

Premio a la Mejor Comunicación en AIB-Latin American Chapter (Buenos Aires, Argentina, 2018)

"Foreign direct investment and agglomeration economies: analyzing the choice between industry clusters and country of origin clusters". Autores: Francisco Puig, Anoop Madhok y Z. Shen.

Este trabajo avanza en el estudio sobre la decisión de localización de la subsidiaria de la empresa multinacional, cambiando el foco de análisis desde el dónde a con quién localizarse. Además, también contribuye a la creciente investigación sobre multinacionales de mercados emergentes al proporcionar una explicación más completa de las estrategias de ubicación de la inversión directa extranjera por parte de compañías de economías emergentes.

3. ANUNCIOS E INFORMACIÓN DE INTERÉS PARA LOS SOCIOS

CONGRESOS Y SEMINARIOS CELEBRADOS

XIV Iberian International Business Conference

El XIV IIBC se celebró los días 25 y 26 de octubre de 2018 en Cádiz. A continuación compartimos con vosotros algunas fotos que se realizaron durante el congreso.

SESIÓN PLENARIA: Prof. Wojciech Czakon impartió la conferencia plenaria.



DIFERENTES SESIONES COMPETITIVAS con ponentes y presidentes.



Foto al final del congreso con algunos de los participantes en el IIBC celebrado en Cádiz



El próximo congreso IIBC se celebrará en la ciudad de Coimbra en Portugal. Os animamos a participar.

CONGRESOS A CELEBRAR

XXIX Congreso de ACEDE.

A Coruña, 16-18 de junio de 2019
Call for papers deadline: 22 de enero de 2019.
<https://www.congresoacede.org/es/>

45th EIBA Annual Conference

Leeds University Business School, UK. December 13-15, 2019
<http://www.eiba.org/r/future-conferences>

4th International Conference on Clusters and Industrial Districts (CLUSTERING-2019).

Valencia, 23-24 de mayo de 2019. Facultad de Economía, Universidad de Valencia.
<http://www.uv.es/clustering>
Contacto: clustering@uv.es

CLUSTERING 2019 aims to provide an enriching academic forum that welcomes discussion about the current and emerging topics about "Clusters & Industrial Districts", and where the location of the activity is a key variable of analysis.

CLUSTERING encourages submission of theoretical and empirical papers in the different domains of Management, Economics, International Business, Marketing, and related disciplines, within and across different levels of analysis. This edition the motto is "CLUSTERING 2019: HUMAN AND RELATIONAL

As in previous editions, we invite all those doctoral students who are doing their thesis on a subject related to Clusters or Industrial Districts to participate in the Doctoral Workshop of the Conference. Among the different thesis proposals presented in CLUSTERING the experts and panel will select the winner of the **TORRECID prize**. Such recognition and prize will be of €500 for the doctoral student.

CALL FOR PAPERS

International Business Review. Looking Back to Look Forward: Setting Future Research Agenda for International Business Studies

Submission deadline: February 28th 2019.

Submissions open: February 1st 2019.

Co Guest-editors: Justin Paul - Professor, University of Puerto Rico, San Juan, PR, USA (Justin.paul@upr.edu and profjust@gmail.com) and Alex Rialp-Criado - Associate Professor, Universitat Autònoma Barcelona, Barcelona, Spain (Alex.Rialp@uab.cat).

The globalization of production and consumption has brought about several challenges, as the pace of globalization is different across markets (Buckley & Ghauri, 2004). Consequently, the scope of international business studies has expanded and the volume of business has gathered momentum with the establishment of organizations such as the World Trade Organization (Paul, 2015), the increased internationalization of new businesses and SMEs, and the emergence and of (micro)multinational enterprises from the developing countries. Firms need to possess and gain certain capabilities in order to be drivers in the foreign markets (Ghauri et.al, 2016).

In this context, it is important to recognize that well-performed, comprehensive and extensive literature reviews (Frank and Hatak, 2014) on different scholarly topics/areas generally falling under the international business (IB) stream help identifying the research gaps and set future research agenda to provide clear directions for further research and to make sure that the IB stream is no running short of exciting ideas for the future.

Potential review topics:

Based on the above, we call for literature reviews with research agenda on different international business-related areas such as (but not limited to):

- Foreign direct investment (FDI) and MNEs
- Gradual vs. early and rapid internationalization
- Born global models/International new ventures/Micro-multinationals
- International/export marketing in developed countries.
- International Marketing strategies for emerging markets
- Outward/inward FDI from/in emerging economies
- Internationalization opportunities and challenges for SMEs
- International market selection and foreign entry mode research
- Cross border mergers and acquisitions (M&As)
- Global outsourcing of manufactures and licensing
- Global Outsourcing of services
- Emergence of BRICS and other developing countries and their relevance for IB
- Global brand management and consumer behaviour
- Cross-cultural issues
- International Negotiation and related topics
- International retailing
- Impact of organizations such as WTO
- Free Trade Agreements and Regional Trade Blocks- Antecedents and Consequences

Both systematic and narrative reviews as well as meta-analyses are welcome. At least 25% of the paper, however, should be dedicated for developing future research agenda with reference to theory, methodology and context. Potential contributors are recommended to take into account the following issues at developing their review papers:

Relevance: The manuscript should thoroughly review a significant and important research area within the international business.

Scope: Papers of broad interest to international business scholars worldwide in a variety of specialty areas are greatly preferred.

Future Work: The review should convey important implications for future international business and management scholars and practitioners.

Contribution: Reviews should be ideally on topics for which no recent reviews exist and needs to emphasize how the review will contribute to future knowledge in that area.

Submission Process Between **February 1st and February 28th 2019** authors should submit their manuscripts online via the International Business Review submission system: <https://www.evis.com/profile/#/IBR/login>

To ensure that all manuscripts are correctly identified for consideration for this Special Issue, it is important that authors select the '**SI: Looking Back**' option in the "Article Type" step of the submission process.

Submissions should be prepared in accordance with International Business Review's author guidelines available at: <https://www.elsevier.com/journals/international-business-review/0969-5931/guide-for-authors>

All manuscripts must be original, unpublished works that are not concurrently under review for publication elsewhere. All papers will receive a double-blind review following International Business Review's normal review process.

Research Data: Research data forms the backbone of research articles and provides the foundation on which knowledge is built. Researchers are increasingly encouraged, or even mandated, to make research data available, accessible, discoverable and usable. Although not mandatory, the journal encourages authors to submit their data at the same time as their manuscript. Further information can be found at: <https://www.elsevier.com/authors/author-services/research-data>

If you have any questions about the special issue, please contact any of the co guest-editors by e-mail.

References:

Buckley, P. J. and Ghauri, P. N. (2004). Globalisation, economic geography and the strategy of multinational enterprises. *Journal of International Business Studies*, 35(2), 81-98.

Frank, H. and Hatak, I. (2014). Doing a research literature review. In Fayolle, A. & Wright, M. (eds.), *How to Get Published in the Best Entrepreneurship Journals*. Chentelham: Edward-Elgar.

Ghauri, P., Wang, F., Elg, U., & Rosendo-Ríos, V. (2016). Market driving strategies: Beyond localization. *Journal of Business Research*, 69(12), 5682-5693.

Paul, J. (2015). Does the WTO Increase Trade and Cause Convergence?. *The International Trade Journal*, 29(4), 291-308.

Journal of World Business (JWB). New Special Issue: Exploring the next generation of international entrepreneurship: A multidisciplinary perspective.

Submission deadline: April 31st, 2019.

Submissions open: April 1st, 2019.

Guest Editors: Sugato Chakravarty, Douglas Cumming, Samuele Murtinu, Vittoria Scalera, and Supervising Editor Christian Schwens.

<https://www.journals.elsevier.com/journal-of-world-business/call-for-papers/exploring-the-next-generation-of-international-entrepreneurs>

Background:

Entrepreneurship in the 21st century is an international phenomenon. Entrepreneurship is now in fact about business around the world, and there is a growing interest on the causes and consequences of international entrepreneurship (Schwens et al., Forthcoming).

Entrepreneurial firms, and particularly those in the high-tech sectors, compete and collaborate with other entrepreneurial firms from around the world. Financing of entrepreneurs through banks, trade credit, venture capital, private equity, crowdfunding, microfinance, and other sources is typically derived from capital that originates from a multitude of countries, and this is also due to the use of new technologies (e.g., fintech, artificial intelligence) making easier the matching between international demand and supply of capital (Haddad & Hornuf, 2016). Creation and marketing of entrepreneurial ideas through social media and other online outlets are scantily restricted to a single country (Fischer & Reuber, 2011). Human resource management in entrepreneurship typically requires a global perspective, as immigrants disproportionately contribute to entrepreneurial activities, and this is favored by the so-called "brain circulation" (Lin & Yang, 2017; Reuber & Fischer, 1997; Saxenian, 2005). Operations and production decisions within entrepreneurial firms optimally involve a multitude of countries thanks to reduced ICT and logistic costs and to the increased geographical spread of tangible and intangible assets used as production inputs (Di Gregorio et al., 2008; Gerschewski et al., 2015). Even public policy decisions, which are by construction designed to aid the local community, are based on decisions that involve comparative and competitive jurisdictional analyses. For instance, public policies targeting born-global entrepreneurial ventures are scantily intended for a single country or regional marketplace, as well as policy interventions aimed at sustaining the competitiveness of industrial clusters fostering the collaboration between local entrepreneurial firms and multinational enterprises (MNEs).

International entrepreneurship has also been becoming a key source of external knowledge for large corporations, which are constantly searching for novel business ideas and technological innovations to nurture their sustainable competitive advantage and to adapt their organizations to ongoing worldwide changes (Barney, 1991; Teece et al., 1997). To successfully engage in innovative organizational practices, such corporations cannot rely only on internal knowledge, capabilities and resources, but they need to think "out of the box" (i.e. overcoming the corporate routines) (Covin & Miles, 1999). Collaborations with increasingly internationalized entrepreneurial firms may be particularly strategic for established corporations, which can leverage the international orientation of entrepreneurs toward break-through innovation and technology sourced across countries. Indeed, large corporations, and particularly MNEs, have been also engaging in corporate venture capital (CVC) investments in order to leverage the major opportunities associated with the internationalization of entrepreneurial realms (Dushnitsky, 2012; Dushnitsky & Lenox, 2006). Cross-border investments in entrepreneurial firms have several benefits for both MNEs – such as new investment opportunities and risk diversification – and entrepreneurial ventures – in the form of access to foreign markets and endorsement by reputable international MNEs. Yet, global CVC investing poses specific challenges to MNEs and the foreign venture, because of political, cultural, legal, institutional and economic distance between the countries of the investor and the investee.

Equity investments in entrepreneurial ventures, both in home and in host countries, have been a key strategy implemented by emerging market MNEs to quickly upgrade their technology portfolio. The existing literature has uncovered new mechanisms through which emerging country MNEs may develop knowledge and innovative capabilities by leveraging skills and know-how sources from advanced economies (Perri et al., 2017). However, little is known about the ability of entrepreneurial ventures from emerging economies to source knowledge and financial resources through international markets, cross-border collaborations and foreign direct investments (FDI) (Sarasvathy et al., 2014). Yet, cases of successful emerging economies ventures increasingly come under the spotlight. Lufax, Flipkart, Snapdeal and Lianjia represent some of the examples of Unicorn companies born in China and India with a market value of over 6 billion US dollars, testifying the potential of emerging markets to give birth to fast growing start-ups. On the one hand, emerging economies entrepreneurial firms suffer from traditional weaknesses related

to the liability of newness and smallness (Lu & Beamish, 2006; Rosenbusch et al., 2011), but internationally their performance may be jeopardized also by disadvantages arising from the liability of emergingness (Madhok & Keyhani, 2012). On the other hand, the literature has identified a number of factors, such as ethnic communities, diaspora, brain circulation, that may facilitate the international expansion and operations of emerging market ventures, and ultimately their ability to create knowledge and source financial resources (Filatotchev et al., 2009; Riddle et al., 2010; Saxenian, 2005; Zhou et al., 2007).

International entrepreneurship, especially in emerging economies, has been favored also by the growing importance of peer-to-peer lending and crowdfunding. Direct peer to peer online micro lending is popular in places like China, and donations/reward based and equity crowdfunding markets have been doubling in size each year in recent times. These marketplaces typically involve investors from multiple countries, and encourage entrepreneurs to expand globally. Also, regulators have a pronounced concern of misrepresentation and fraud, and there have been large changes in regulations in recent years in different countries around the world (Bruton et al., 2011; McGaughey et al., 2016; Smith et al., 2016).

Rationale

Despite the above important reasons – and the fact that the first special issue on international entrepreneurship dates back to Hisrich, Honig-Haftel, McDougall & Oviatt (1996) – our understanding of international entrepreneurial finance dynamics, how entrepreneurs market their ideas across countries and how social media help to this extent, how entrepreneurs deploy and recombine their operations and production decisions across countries, and what is the impact of global CVC programs on MNEs' geography of innovation activities is fairly limited. The special issue and associated conference will bring together academics and policy makers to debate the changing landscape of international entrepreneurship over the coming decade and beyond. The ultimate aim of this call for papers is to improve our understanding of the fast-changing phenomenon of international entrepreneurship, by shedding more light on its drivers and dynamics, and the related implications for entrepreneurs, investors and policy makers around the world. We call for original contributions that apply existing or original theoretical perspectives to extend our knowledge of how entrepreneurs and investors shape their strategies to scout and leverage opportunities worldwide, and analyze the extent to which such strategies affect entrepreneurial firms' performance and outcomes.

Illustrative Topics

Submissions are encouraged from scholars that use different theoretical, empirical and experimental approaches to understand international entrepreneurship from different perspectives, including (but not limited to) international business, entrepreneurship, innovation, strategy, management and finance. While not exhaustive, the following list suggests possible issues that would be appropriate to address in this special issue:

- How do organizations and institutions operating in developed versus emerging markets support and promote new international entrepreneurship activity?
- How is international entrepreneurship affected by new financing alternatives, such as direct peer-to-peer lending, crowdfunding, and microfinance? Which are the consequences for internationalization strategies of entrepreneurship around the world?

- How do entrepreneurs market their ideas across countries? How do entrepreneurs deploy and recombine their operations and production decisions across global value chains?
- How have social media impacted entrepreneurial opportunities around the world? And which are the consequences of social media on the internationalization process and performance of new ventures?
- How has the role of institutions (law, culture, politics) and policymakers changed over time in fostering and financing international entrepreneurial activities? To which extent do institutions affect the development of international entrepreneurship at country level?
- How have immigrants – and formal and informal networks – contributed to the internationalization of entrepreneurial activities?
- How has the development of new technologies, such as cleantech or fintech, affected international entrepreneurs across countries?
- What is the impact of global CVC programs on international entrepreneurs' outcome and internationalization strategies?
- How different is the contribution of global CVC programs to international entrepreneurial ventures from emerging versus advanced countries?
- Which types of international entrepreneurial ventures benefit more from collaborations with MNEs? How can international entrepreneurial ventures interact with the MNE in order to improve their innovative performance?

Submission Process:

Between April 1st and April 31st, 2019, authors should submit their manuscripts online via the Journal of World Business submission system at: <https://www.evis.com/profile/#/JWB/login>

To ensure that all manuscripts are correctly identified for consideration for this Special Issue, it is important that authors select 'SI: next generation entrepreneurship' when they reach the "Article Type" step in the submission process.

Manuscripts should be prepared in accordance with the Journal of World Business Guide for Authors available at www.elsevier.com/journals/journal-of-world-business/1090-9516/guide-for-authors. All submitted manuscripts will be subject to the Journal of World Business's double blind review process.

Research Data:

Research data forms the backbone of research articles and provides the foundation on which knowledge is built. Researchers are increasingly encouraged, or even mandated, to make research data available, accessible, discoverable and usable. Although not mandatory, the journal encourages authors to submit their data at the same time as their manuscript. Further information can be found at: www.elsevier.com/authors/author-services/research-data

For More Information:

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dcumming@schulich.yorku.ca); Samuele Murtinu, (University of Groningen, Netherlands, s.murtinu@rug.nl); Vittoria G. Scalera, (University of Amsterdam, Netherlands, v.g.scalera@uva.nl); or the Supervising Editor: Christian Schwens (University of Cologne, schwens@wiso.uni-koeln.de).

Management International Review. Call for Papers for a Focused Issue: INTERNATIONAL NETWORKING AND SUCCESS- VS. FAILURE-BASED LEARNING OF SMES

Submission deadline: 10 January 2019.

Special Issue Workshop, Chongqing, China: 20 August 2019.

Guest Editors: Timothy M. Devinney, University of Leeds (UK); Jeoung Yul Lee, Chongqing Technology & Business U./Hongik U./U. of Leeds (China/South Korea/UK); Alfredo Jimenez, KEDGE Business School (France).

In recent decades small- and medium-sized enterprises (SMEs) have undertaken a huge volume of cross-border foreign direct investment (FDI). These entrepreneurial organizations created innovative products and services, entering various countries based on entrepreneurial capabilities linked to their home countries. In adapting for these new territories, SMEs were required to construct local networks within their host countries, and, in turn, link into global networks based on their technological, managerial, and marketing capabilities.

However, despite this golden era of SME's internationalization, many SMEs both from developed and developing regions fail in their attempts to conquer overseas markets. One major reason explaining SME's failure is the lack of significant advantages, particularly in terms of technological capabilities or local and global networking abilities. Similarly, another critical determinant is SMEs' success- versus failure-based learning from both self and peer successes or failures. This learning pattern echoes Madsen and Desai (2010), who showed the importance of self and peer success or failure effects on organizational learning, specifically its emphasis of "failing to learn" versus "succeeding to learn." Both self and vicarious success- versus failure-based learning by SMEs can interact with international networking within the global realm.

The goal of this Focused Issue is to motivate researchers into exploring knowledge regarding the creation and capture of entrepreneurial opportunities across borders via international networking, specifically interplaying with organizational learning based on self and vicarious success- versus failure-based learning. Examples of appropriate topics and research questions for this focused issue's submissions include, but are not limited, to the following:

- How can perspectives from the entrepreneurship, international business, and organizational theory unify and improve homogeneous versus heterogeneous constructs and operational definitions for the international networking and success- versus failure-learning of SMEs?
- What mechanisms are included in the creation and capture of international networking opportunities across national borders by SMEs?
- How do the pursuit of international opportunities via international networking and its interplay with success- versus failure-based learning vary across SME types?
- How does self and vicarious learning by internationalized SMEs affect future successes and failures? How does this self and vicarious learning interplay with international networking by large MNEs versus SMEs?

We particularly welcome both conceptual and empirical research on the above themes regarding internationalized SMEs disciplines that have been

under-represented to date. All authors who are invited to revise and resubmit their manuscripts are expected to present their papers at the Focused Issue Workshop hosted at Chongqing Technology & Business University, which will provide individual accommodations for two nights to one author from every paper invited to revise and resubmit after the first round, as well as cover all local workshop expenses (meals, etc.).

Submission Information: All papers will be subject to double-blind peer review. Authors should follow MIR guidelines:

<http://www.springer.com/business+%26+management/journal/11575>

Contributions should be submitted in English, in a Microsoft Word or compatible format via e-mail attachment to Jeoung Yul Lee (jeoungyul@hongik.ac.kr).

Questions can be addressed to any of the co-editors: Timothy M. Devinney (T.Devinney@leeds.ac.uk), Jeoung Yul Lee (jeoungyul@hongik.ac.kr), or Alfredo Jimenez (alfredo.jimenez@kedgebs.com).

Submission deadline: 10 January 2019.

Special Issue Workshop, Chongqing, China: 20 August 2019

Any further information can be found on the MIR website:
<http://www.springer.com/business+%26+management/journal/11575>

Reference

Madsen, P. M., & Desai, V. (2010). Failing to learn? The effects of failure and success on organizational learning in the global orbital launch vehicle industry. *Academy of Management Journal*, 53(3), 451–476.

Journal of International Business Studies. Special Issue: INTERNATIONAL MARKETING

Submission deadline: July 31, 2019.

Submissions open: July 17, 2019

Special Issue Editors: G. Tomas M. Hult (Michigan State University, USA, hult@msu.edu); Constantine S. Katsikeas (University of Leeds, UK, csk@lubs.leeds.ac.uk); Saeed Samiee (University of Tulsa, USA, samiee@utulsa.edu).

Introduction

The focus of this Special Issue is on international marketing (IM) topics and this call invites manuscripts dealing with a wide range of topics that fall into and, in fact, shape the IM literature. At its core, international business (IB) is inherently intertwined with marketing. For centuries, individuals and firms have sought to *expand sales* through exporting, which constitutes the most common foreign market entry and expansion mode; for many firms *export marketing* has defined IB. The broader IB's view of export development asserts internal and external triggers to exporting (cf. Cavusgil & Nevin, 1980; Wiedersheim-Paul, Welch, & Olson, 1978), both of which are export marketing centered. Indeed, many early contributors to the literature on market entry and export development process were closely associated with the marketing discipline (e.g., Bilkey & Tesar, 1977; Czinkota, & Johnston, 1981; and Kaynak & Kothari 1984). Over time, some firms continue to reap the benefits of increased sales and profits via export marketing, whereas others, recognizing the broader and longer-term potential of global markets, have sought to establish different forms of presence in markets abroad. In short, regardless of entry mode or firms' structural configuration, market expansion and increased sales via [in]direct marketing internationally is a critical *raison d'être* for IB. Such a view highlights the

critical role for IM activities, while emphasizing the important role of IM contributions within the broader IB field.

Significant interest in and focus on scholarly research in IM began to intensify during the 1980s, and heightened research attention has been given to IM problems and challenges facing firms over the past three decades. Early scholarly works in IM were limited in scope, addressing, *inter alia*, which export market entry triggers as well as motivations and explanations for internationalization decisions were the most noteworthy (Ford & Leonidou, 2013). Since then, IM scholars have crafted a growing, multifaceted, and well-developed body of knowledge.[i] Despite these advances, the increased importance and relevance of IM has been underappreciated and understudied (Day, 1996). As a clear demonstration of this lacuna, IM topics appearing in the top journals remain sparse and a casual survey of several leading marketing and IB journals signals the relative paucity of scholarly works addressing IM issues. Given IM's critical importance for IB practice, the overarching goal of this Special Issue is to reinforce IM's centrality and influence in IB by inviting IM contributions that address a broad array of topics, particularly areas in need of greater scholarly attention as well as enduring issues of importance to managers.

Today, research in IM has evolved across numerous themes with some areas receiving disproportionate scholarly attention (Leonidou et al., 2017). Market entry and export marketing are among the oldest topics of interest for IM researchers which remain as relevant and important today. Collectively, origin-related research topics likely constitute the most popular IM theme among IM researchers and potentially the most-researched area with hundreds of publications (cf. Papadopoulos et al., 2011; Samiee & Chabowski 2017).[ii] In general, much intellectual capital has been devoted to international aspects of buyer behavior topics (Leonidou et al., 2017). In contrast, some important IM research areas are receiving insufficient scholarly attention. To this end, over two decades ago Day (1996) asserted "Studies of cross-cultural differences in buyer behavior or the effect of country of origin do not suffice when the big issues needing answers are about global competitive interactions, global new product development and launch practices, sharing of market insights across borders, or the coordination and integration of multicountry operations." Thus, this Special Issue is intended to inspire and broadly direct researchers' focus on developing IM projects that fill key knowledge gaps in IM thought, open new pathways for examining unexplored aspects of IM, and/or highlight particular IM topics that warrant closer scholarly scrutiny. Inasmuch as buyer behavior remains among key marketing topics, novel exporting and international or cross-cultural contributions dealing with this topic are also welcomed. As we detail below, we cast a wide net to motivate contributions on a broad range of IM topics, while recognizing the importance of novel and ground-breaking themes.

The Scope of the International Marketing Special Issue

Given the ubiquitous nature of various levels of international involvement across firms and industries, a host of new and exciting challenges about customers, suppliers, and relationship management are raised. Today's global marketplace is characterized by intense competition from a multitude of foreign and indigenous companies, and heterogeneous customer behavior due to differences across cultures. Technological advances are creating novel business segments (e.g., social media, collaborative consumption/shared economy), while undermining long established global brands and products (e.g., Polaroid and instant photography, Kodak and film photography, Sony and floppy drives, photorefractive keratectomy and prescription glasses, CDs and MP3/FLAC), and promoting new forms of interaction for businesses and customers (e.g., social media, SMS, online reviews).

In such a dynamic global environment, how can companies design and implement IM strategies that maintain or improve their market positions? Which IM strategies help firms engage customers on an international scale such that they can achieve their IM

strategy goals? Moreover, a trend that is evident from reviews of the IM literature is the lopsided research attention to the traditional components of IM strategy. Global product (e.g., international branding policies and global brand development and management), and pricing policies (for example, with respect to managing or curtailing parallel markets), global product/service innovation and management (including international collaborative projects), brand- and design-related intellectual property protection (e.g., aimed at reducing or eliminating counterfeiting and imitation possibilities), and international distribution and retailing strategies are among the issues of growing importance in IM strategy.

Additionally, relationship development and customer engagement pertain to, not only firm-based plans and strategies across markets, but also customer attitude, behavior, and connectedness among customers and with the company. They involve behavioral outcomes that go beyond a customer's purchases to include referrals, influence, and knowledge. Although research in marketing has advanced domestically (e.g., Kumar & Pansari, 2016a), it has yet to be extended and validated internationally and embedded within IM/IB strategy frameworks. Cross-national studies can reveal whether the firm is valuing its customers as specified in its IM plan, and afford the company the opportunity to compare customer lifetime value against goals and benchmarks, and globally allocate marketing resources accordingly (Kumar & Pansari, 2016b). What drives overseas customers to provide referrals and help the company to attract new, valuable customers (cf. Wangenheim & Bayón, 2007)? Furthermore, the ramifications of the international context (e.g., existing differences across developed and emerging markets), the impact on the development of IM strategies that help firms create, raise, and maintain customer relationships and its corresponding influence on performance deserve research attention.

Even though the Internet and information technology (IT) is continuing to have a significant influence on customers and businesses, a citations-based review of the IM literature reveals that IT-related topics do not constitute a knowledge base in IM (Samiee and Chabowski 2012). This finding is corroborated by Leonidou et al. (2017). These scholars noted that less than four percent of the academic articles reviewed, included facets of Internet connectivity. Also, a literature review of 29 academic journals addressing the Internet's impact on relational approaches to foreign market entry, identified only 94 published articles, representing about three percent of all articles reviewed by Watson et al. (2018). These reviews demonstrate the acute need to incorporate IT (e.g., EDI, e-commerce) in projects addressing various aspects of the IM process, including initial online exporting research, market entry and development, export customer acquisition by both manufacturers and channel intermediaries. Furthermore, a research focus on cross-border e-commerce, especially as means of internationalizing the scope of smaller firms' marketing is encouraged. Firms invest significant sums to adopt promising technologies to improve their marketing performance, yet little research has been devoted to assessing the performance impact of digital tools (e.g., CRM software) in terms of maintaining or growing relationships internationally.

Social media have been influencing both the demand and the supply side of exchange. On the demand side, firms are engaging people by allowing them to participate in the co-creation and product development processes. Enterprises are increasingly engaging the public in idea generation via social media (e.g., Dell Ideastorm, LEGO ideas) and new product development and starting capital (e.g., Quirky, Kickstarter.com). The extent to which firms engage social media audiences internationally (including both global and local social media sites) for one or more aspects of co-creation and the influence of such activity on the MNCs' offerings and competitiveness across markets are yet to be explored. The exploration of the extent to which customers from around the world participate in knowledge development processes and help firms improve their existing products and/or create innovative ones, also remains a fertile research area (Prahalad & Ramaswamy, 2004). Equally

important research issues on the demand side also warrant research attention. For example, customers located in distant parts of the world use social media, but the impact of such engagement and the positive or negative ripple effect they create in or across social networks with respect to local and global brands has received insufficient research attention and deserves closer scholarly scrutiny (McAlexander et al., 2002). Relatedly, the global ubiquity of the Internet and social networks has made these media a major target for cybercriminals. Regular revelations of firm and customer data breaches are bound to have a consequential impact on, not only firm image and customer engagement process, scope, and depth, but also on demands for greater privacy and protection by customers and governments. Thus, research efforts should be expended to uncover the impact of, for example, cross-national privacy regulations on the efficacy of relationship development and management as well as online marketing processes.

Globalization has transformed the way in which business relationships are initiated, managed, and evaluated, and customer engagement is likely to play a prominent role in a business-to-business context. Business relationships are complex, interpersonal, and interdependent and relationship marketing efforts can make a difference in promoting common goals and facilitating joint activities that create value for both partners; value that each company could not achieve outside of the relationship or with other partners (Palmatier, 2008). In an international context, companies need to manage their cross-border relationships more skillfully to address geographic separation, cultural distance, administrative (e.g., currencies, legal jurisdictions), and economic differences between the local and foreign markets (Katsikeas, Samiee, & Theodosiou, 2006), and the increased levels of risk and uncertainty inherent in international operations (Johanson & Vahlne, 2009). How does the international environment affect the activities, strategies, structures, and decision-making processes of companies with respect to their business relationships? How can companies manage their overseas business relationships as value-bearing assets? Are cross-border business relationships part of a value-creating network that delivers superior value to the end customer? What is their role in overcoming the liability of foreignness? Likewise, the role of overseas business partners (e.g., distributors, suppliers) in knowledge development, innovation, and goal achievement are also areas needing research attention.

Furthermore, the fit between IM strategy and international relationships deserves research attention. How can companies ensure that their many suppliers and partners abroad are well-aligned with their IM strategy? Strategy standardization offers significant economies of scale in value-adding activities (e.g., R&D, production, marketing), facilitates the development of a consistent corporate/brand image across countries, enhances coordination and control of international operations, and reduces operational and managerial complexity, whereas adaptation is based on the premise that variations between countries necessitate the adjustment of the marketing strategy to the idiosyncrasies of each local market. The contingency approach suggests that IM strategy can range between these two extremes and the appropriateness of the selected IM strategy should be evaluated on the basis of its performance outcomes (Katsikeas, Samiee, & Theodosiou, 2006). Despite the long-standing tradition along these lines, sense-making in some overarching topics **is** needed. For example, the pursuit of a market-orientation strategy demands sensitivity to local market conditions and IM strategy adaptation. Given the importance of market orientation for many firms, there is a need to better understand how market orientation influences IM strategy. On the one hand, market and customer orientation demand the pursuit of more localized or adapted IM strategies. On the other, a high degree of IM strategy standardization seemingly impedes a high degree of market orientation. How do firms reconcile their IM strategies and market orientation drives? Moreover, how do customer relationships in particular and business relationships in general interact with the perennial issue of adaptation or standardization of IM strategy? Do overseas business relationships help the company determine which specific strategy elements are feasible or desirable to standardize or adapt? If so,

under what conditions, and to what degree? To what extent is co-creation possible and appropriate under each IM strategy scenario?

The goal of this Special Issue is to center-stage the critical role of IM within IB by bringing together high quality contemporary research on international or cross-cultural buyer behavior, global segmentation and targeting, customer engagement and business relationships, IM strategy. It will also be important to assess how these issues affect achieving competitive advantage and enhanced performance in international market operations. The overarching purpose of the Special Issue is to add to the body of existing knowledge in IM in terms of theory development and the advancement of management practice. We are open to both conceptual and empirical manuscripts and welcome submissions using different methodological approaches. We are looking for manuscripts that are characterized by conceptual and methodological rigor, add substantively to the current IM literature, and address timely marketing problems and issues that are of particular relevance to IM/IB practitioners.

Review and Submission Processes

As co-editors, we will take an active role in interacting with authors throughout the submission period. As such, we welcome substantive inquiries regarding the Special Issue to provide insights that may be useful in developing or improving manuscripts. All manuscripts for the Special Issue will be reviewed as a cohort, and the co-editors will be actively involved in this process.

Accordingly, we request that authors submit their manuscripts between July 17, 2019, and July 31, 2019, at <http://mc.manuscriptcentral.com/jibs>. All submissions will go through the JIBS regular double-blind review process and follow the standard norms and processes. For more information about this call for papers, please contact the JIBS Managing Editor (managing-editor@jibs.net).

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About the Guest Editors

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Entrepreneurship Theory and Practice. Special Issue: The Sharing Economy: Entrepreneurial Discovery and Creative Destruction Across Countries.

Submission deadline: March 31, 2019.

Editors: Lee Li (York University); Stephen Tallman (University of Richmond); Gongming Qian (The Chinese University of Hong Kong); & Thomas Keil (University of Zurich).

Introduction

This call invites papers to explore entrepreneurs, their perspectives, practices and performances associated with the sharing economy. In recent years, prompted by the development of communication technologies, rise of social media and existence of excess resources, a new phenomenon – the sharing economy – has spread rapidly across the world. The sharing economy is defined as a peer-to-peer market; an economic arrangement in which asset owners and users mutualize access to products or services associated with these assets (Bradley & Pargman, 2017; Zervas, Proserpio & Byers, 2017). Examples of this special economic arrangements include Airbnb, an online accommodation market place; Zipcar, an online car-sharing service; and Uber, an online taxi market place. Within the sharing economy, companies manage the business and asset owners provide consumers with products or services. The sharing economy separates asset ownership from asset usage.

By Schumpeter's criteria (Schumpeter, 1966), the sharing economy is a case in point of entrepreneurial discovery and creative destruction. It contradicts traditional business practices and dramatically disrupts the traditional market structure. For example, the hotel and taxi market structures are significantly different today from what they were before the sharing economy emerged. The sharing economy does not require intensive financial investments, and it efficiently takes advantage of excess resources in the market, such as idle houses, apartments, cars and labor.

Interestingly, the sharing economy is intrinsically an international phenomenon and the aforementioned examples of the sharing economy have all internationalized their business since the early days of each company's founding. Few asset owners within the sharing economy space restrict their business models to their home countries. Similarly, asset owners also have to work with customers from different countries since the very beginning of the sharing economy.

Companies that utilize assets in the sharing economy are entrepreneurial. They not only develop new business models, but also have to take on risks and be proactive since they do not own the assets. In turn, the asset owners are entrepreneurs as well. They have to run their own small businesses, take care of customers, and compete against competitors of similar qualities and locations. Internationalization increases both risks and complexities for both asset owners and users. With the rapid

development of communication technologies, asset users often expand the business across countries to achieve economies of scale and scope. However, rapid development of communication technologies does not necessarily reduce the liability of foreignness (Qian et al., 2013) and not all governments, consumers and the public over the word welcome the concept of the sharing economy.

Unfortunately, research on the sharing economy is still in its nascence, and critical issues regarding theoretical frameworks, measurement and methods remain unsolved. This special issue aims to use and integrate entrepreneurship, creative destruction, and international entrepreneurship as the lenses to explore the disequilibrium and equilibrium associated with the sharing economy. Entrepreneurship can be taken as a disequilibrium phenomenon, in which innovative entrepreneurs disrupt the existing market equilibrium to create disequilibrium and arbitraging entrepreneurs move the disequilibrium back toward equilibrium (Chiles, Bluedorn & Gupta, 2007; Kirzner, 1973; McKelvie & Wiklund, 2010; Schumpeter, 1966; Wiklund et al., 2011). Internationalization and different types of relationships between entrepreneurs (Tallman & Phene, 2007) add to the complexities of the dynamics.

We seek expansive research and theory addressing innovating and arbitraging entrepreneurs, their perspectives, practices and performances involved in the sharing economy. Important issues, i.e. **who, where, how, when and what**, seem particularly salient. **Who** – who are the players involved in the sharing economy? How do these stakeholders cooperate with and compete against each other? What kinds of entrepreneurial traits do these players demonstrate in the sharing economy? How do environmental forces shape the interactions among these players? **Where** – where do the sharing economies happen? Why is the sharing economy an international phenomenon? Can players restrict the sharing economy to a single country? **How** – how do players involved in the sharing economy develop individual-level and organization-level entrepreneurial capabilities across countries? How do they innovate new business models in the international setting and how do they take on risks and enter new markets? **When** – when should players enter the markets? What are entrepreneurs' first mover and free-rider advantages and disadvantages in the sharing economy? **What** – what industries can use sharing economy models? Can firms within the manufacturing realm also take advantage of sharing economy models?

We encourage contributors to draw from different disciplines when they examine entrepreneurship and internationalization manifest in the sharing economy. Useful disciplines include, but are not restricted to business, economics, political science, sociology, psychology and geography. Additionally, the sharing economy can be analyzed at different levels, including team, firm, national, supranational, regional and global levels. Papers focusing on the sharing economy at different levels are also welcome.

Sample topics

Given the limited attention on the sharing economy in the existing entrepreneurship and international entrepreneurship literature, this call for papers is purposefully broad. The following is not an exhaustive list, but provides some examples of potential topics:

1. How does the separation between asset ownership and asset usage change traditional business models?
2. What kinds of entrepreneurial orientation (Miller, 1983) do innovating and arbitraging firms demonstrate in the sharing economy? What are the psychological qualities of entrepreneurs participating in different roles in the sharing economy either as orchestrators or as asset holders?
3. How do companies that use but do not own assets establish legitimacy in foreign markets? For example, Airbnb and Uber have come across legitimacy problems in various countries. How can they address these problems?

4. Can manufacturing MNEs use the sharing economy model as well and deploy it across different countries? At present, the majority of firms that use sharing economy models are service firms. Can manufacturing firms follow similar models to separate asset ownership from asset usage?
5. Can asset owners in the sharing economy be taken as International New Ventures (INVs) or 'born globals' (Covin & Miller, 2014)? They have to work with customers of different countries from very beginning of their business even though they do not get involved in exports and foreign direct investments (FDI).
6. Can asset users in the sharing economy be taken as multinational enterprises (MNEs)? What are the differences between these asset users and the traditional MNEs?
7. What are the differences between asset owners in the sharing economy and traditional family business? Asset owners in the sharing economy often run family business but they do not enjoy similar autonomy as traditional family businesses.
8. How do players involved in the sharing economy improve their competitive advantage in the domestic and international markets?
9. How can entrepreneurs apply Dunning's OLI (ownership, location and internalization) model (Dunning, 1998) to the sharing economy where asset ownership and usage are separated?
10. How do players involved in the sharing economy share their knowledge and capabilities? What are the differences between the cooperation among the sharing economy players and traditional international strategic alliances (Tallman et al., 2004)?

Submission process and deadline

Submissions should meet ETP guidelines and be submitted to <http://mc.manuscriptcentral.com/etp> by March 31, 2019 (please indicate that it is for the special issue, Entrepreneurship and Sharing Economy). All manuscripts will be reviewed as a cohort for this special issue. To help authors improve the quality of their manuscripts, we will host a Special Issue Workshop at a major academic conference in the summer of 2019. Authors of R&R manuscripts will be invited to present their papers and respond to their colleague's comments during the workshop. We will finalize the special issue by the end of 2020.

For questions about this special issue, please contact the co-editors: Lee Li (leeli@yorku.ca), Stephen Tallman (stallman@richmond.edu), Gongming Qian (qian@baf.msmail.cuhk.edu.hk), and Thomas Keil (thomas.keil@business.uzh.ch)

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4. CONTRIBUCIONES PARA EL PRÓXIMO NÚMERO

Si desea proporcionar información para divulgar en el próximo número 9 (2019) de la Newsletter de la Sección de Dirección Internacional de ACEDE, puede contactar con sus editores Natalia Dejo Oricain (ndejo@unizar.es) o Francisco García Pérez (fgarciap@uniovi.es) y enviar información relacionada con los siguientes apartados:

- Contribuciones realizadas durante el año 2018 no incluidas en números anteriores, tales como: Artículos publicados y aceptados para su publicación, working papers, libros y capítulos de libro, tesis doctorales leídas o en desarrollo, premios y menciones recibidos.
- Estudios de casos realizados y que puedan ser de utilidad para la docencia y/o investigación en Dirección Internacional (tanto en inglés como en español).
- Anuncios de interés para los Socios, tales como: Call for papers (tanto de revistas nacionales como internacionales), y otras actividades como congresos, jornadas, talleres y seminarios (que vayáis a organizar o de las que tengáis conocimiento).
- Ofertas de trabajo y solicitudes de colaboración (p.ej. plazas convocadas, propuestas para desarrollar investigaciones conjuntas, departamentos interesados en contactar con doctorandos que trabajen en temas de dirección internacional).

5. BORRADOR DEL ACTA DE LA REUNIÓN DE LA SECCIÓN DE DIRECCIÓN INTERNACIONAL celebrada el 24/06/2018 en Valladolid (Castilla y León)

Miembros asistentes (por orden alfabético de apellido)

Francisco García Pérez
Cristina López Duarte
Pablo Penas Franco
Francisco Puig Blanco
Marisa Ramírez Alesón

Asistentes no miembros

Rosario García Cruz
Minerva González Velasco
Mariano José Merubia

Excusan asistencia

Natalia Dejo Oricain
Alex Rialp i Criado

El domingo 24 de junio de 2018 en Valladolid de 17:30 a 19:00 horas en el Palacio de Congresos Conde Ansures tuvo lugar la Reunión Anual de la Sección de Dirección Internacional con el siguiente orden del día:

Punto 1 - Aprobación, si procede, del borrador del acta de la última reunión de la Sección celebrada el 18 de junio de 2017 en Aranjuez.

Punto 2 - Informe de la Presidencia sobre las actividades desarrolladas e impulsadas por la Sección durante el último año.

Punto 3 - Programa de actividades para el próximo año.

Punto 4 - Presentación de libros, recursos y/o iniciativas por parte de los miembros de la Sección.

Punto 5 - Ruegos y preguntas.

ORDEN DEL DÍA

Punto 1 - Aprobación, si procede, del borrador del acta de la última reunión de la Sección celebrada el 18 de junio de 2017 en Aranjuez.

Se aprueba el acta.

Punto 2 - Informe de la Presidencia sobre las actividades desarrolladas e impulsadas por la Sección durante el último año.

En primer lugar, se indica que el número de miembros de la Sección a fecha de junio de 2018 es de 54, cuatro menos que el año anterior, en el que el número de miembros de la Sección ascendía a 58.

Actividades desarrolladas desde junio de 2017 hasta la fecha:

- Se ha seguido utilizando la página web de la Sección como portal de información de noticias y eventos para los miembros. En concreto, se ha publicado información sobre el 3rd Odense Workshop on International Entrepreneurship, celebrado en mayo en Dinamarca. Esta información también se ha hecho llegar a los miembros a través de la lista de distribución de correo electrónico.
- Como se viene haciendo habitualmente, se han fomentado y apoyado los congresos relacionados con este campo de investigación y en la que hay miembros implicados, tales como el Iberian International Business Conference (IIBC) que celebró su 13ª edición el mes de octubre pasado en Lisboa

(Portugal) y el European International Business Academy (EIBA), que celebró su 43ª edición en Milán (Italia).

- En diciembre de 2017 se lanzó el séptimo número de la *Newsletter* de la Sección, que mantiene su periodicidad anual. Natalia Dejo Oricain y Laura Fernández-Méndez aceptaron generosamente continuar con la edición de la *Newsletter*. Desde el equipo de dirección de la Sección se agradece públicamente el esfuerzo y dedicación de las editoras para desarrollar esta tarea.
- Por segundo año consecutivo, junto a la *Newsletter* se envió el Catálogo de Miembros de la Sección, donde se recoge información de contacto y de las investigaciones realizadas y publicadas por los miembros de la Sección. En este caso se solicitó que, si así lo deseaban, los miembros de la Sección enviaran sus fichas actualizadas, con la idea de que este Catálogo sea una herramienta “viva” que permita conocer en qué se está trabajando actualmente y, así, identificar a otros docentes e investigadores con quién contactar para potenciales colaboraciones, evaluación o tribunales de tesis, proyectos, etc. En total, se recibieron 8 fichas actualizadas que, sumadas a las ya disponibles, hacen un total de 31 fichas (más de la mitad de los miembros actuales de la Sección). Este año, la compilación y edición de las fichas para el catálogo la realizó Francisco García Pérez, a quien también se agradece su disponibilidad y tiempo para desarrollar esta tarea.
- Como todos los años, representantes de ACEDE se pusieron en contacto con el Presidente de la Sección para fijar un Jurado para el Premio a la Mejor Comunicación de esta Sección. Este Jurado se compuso de la siguiente forma:
 - Presidente: Alex Rialp i Criado (Universidad Autónoma de Barcelona).
 - Vocal 1: Cristina López Duarte (Universidad de Oviedo).
 - Vocal 2: Francisco García Pérez (Universidad de Oviedo).
- Desde la Comisión organizadora de ACEDE se enviaron las siguientes comunicaciones (por orden alfabético de título) que habían sido seleccionadas como finalistas al Premio a la Mejor Comunicación de esta Sección:
 - Firm's importing activities and innovation: Empirical evidence from Spain (Marisa Martínez Alesón; Marta Fernández Olmos - Universidad de Zaragoza).
 - Ownership in cross-border acquisitions and entry order of the target firm (Minerva González Velasco; Lucio Fuentelsaz Lamata; Elisabet Garrido Martínez - Universidad de Zaragoza).
 - The effects of international diversification on the link between product diversification and performance: Evidence in Spanish firms (1994-2014) (Diana Benito Osorio; Alberto Colino; Luis Ángel Guerras Martín; J. Ángel Zúñiga - Universidad Rey Juan Carlos; Universidad Pontificia de Comillas, ICADE).

La comunicación premiada será informada durante el Congreso.

Punto 3 - Programa de actividades para el próximo año.

Durante este próximo año, se mantendrá la línea de consolidar las actividades que se han desarrollado hasta el momento (tanto este año como en los anteriores) y que puedan resultar útiles para los miembros de la Sección. En concreto:

- Difusión de noticias y anuncios de interés, tanto a través de la lista de distribución de correo como del espacio de la Sección en la web de ACEDE.
- Edición y envío de la *Newsletter* anual, junto con el catálogo de miembros actualizado. El próximo número se espera lanzar a final de año, para lo cual se solicitará la colaboración de los socios en el envío información y fichas aproximadamente en los meses de octubre y/o noviembre de este año. Desde la Presidencia de la Sección se anima a los miembros a que para el próximo número de la *Newsletter* envíen toda aquella información (de carácter investigador y/o docente) que crean relevante difundir al resto de miembros. Asimismo, se anima también a enviar las fichas para el catálogo tanto a quienes deseen actualizar su información, como especialmente a quienes deseen enviarla por primera vez, pues nos gustaría contar con fichas de un mayor número de miembros de la Sección.
- Premio a la mejor comunicación de la Sección en el congreso de ACEDE.

Asimismo, se plantea dar más cobertura en el marco de la Sección a recursos de carácter docente, no sólo en la reunión anual, sino también en el espacio de la Sección en la web de ACEDE. En este sentido se plantea la creación en dicho espacio web de un apartado específico para la difusión de recursos para la docencia en Dirección Internacional (casos de estudio, propuestas de Proyectos de Innovación Docente conjuntos, etc.). Para ello, se solicita también la colaboración de los miembros de la Sección para que hagan llegar al equipo de dirección de la Sección aquella información al respecto que consideren relevante y potencialmente útil para el resto de compañeros. En relación a este punto, Francisco García Pérez, presenta brevemente el proyecto X-Culture, que permite a docentes de Dirección Internacional que sus estudiantes participen en grupos virtuales internacionales para la solución de problemas reales de empresas. Toda la información correspondiente a este proyecto se puede encontrar en la web <https://x-culture.org/>.

Se informa de los siguientes congresos, en los que se anima a los miembros a participar:

- XIV IIBC, que se celebrará en Cádiz los días 25 y 26 de Octubre de 2018. Además, este año el congreso IIBC coincide en fechas y lugar de celebración con el IV Workshop Extenda de Internacionalización de Empresas. Se cede la palabra a Rosario García Cruz, Directora de la Cátedra Extenda de Internacionalización de la Universidad de Sevilla, que brevemente facilita información sobre el Workshop. Se encuentran abiertos los plazos para enviar trabajos a ambos.
- 44ª EIBA, que se celebrará en la Poznan University of Economics and Business, en Poznan (Polonia) durante los días 13-15 de Diciembre de 2018. Fecha límite de envío de trabajos: 16 de julio de 2018.

Se informa además de los siguientes *Call for Papers* para *Special Issues* en revistas de prestigio e impacto dentro de nuestro campo, en los que podrían encajar algunos de los trabajos presentados en el congreso de ACEDE por los miembros de la Sección:

- International Business Review
 - Looking Back to Look Forward: Setting Future Research Agenda for International Business Studies. Fecha límite: 28/02/2019.
 - Micro-foundations and Ambidexterity in International Business and Innovation. Fecha límite: 30/09/2018.
- Journal of International Business Studies

- Innovation in and from Emerging Economies. Fecha límite: 1/11/2018.
- How international business research is changing the world. Fecha límite: 20/07/2018.
- Informal institutions and international business. Fecha límite: 31/08/2018.
- Journal of World Business
 - Global Migrants. Understanding the Implications for International Business and Management. Fecha límite: 15/10/2018.
 - State Capitalism in International Context. Fecha límite: 31 de diciembre de 2018.
 - Risk Mitigation and Management Strategies of Multinational Enterprises. Fecha límite: 31/10/2018.
- Management International Review
 - International Networking and Success- vs. Failure-Based Learning of SME. Fecha límite: 10/01/2019.

Punto 4 - Presentación de libros, recursos y/o iniciativas por parte de los miembros de la Sección.

Se procede a la presentación de dos libros de próxima publicación por parte de Francisco Puig Blanco y Pablo Penas Franco, a quienes se agradece su interés y disponibilidad.

Francisco Puig Blanco presenta el libro titulado: "ECONOMIC CLUSTERS AND GLOBALIZATION: DIVERSITY AND RESILIENCE". Editorial: Routledge /Taylor and Francis Group).

Pablo Penas Franco presenta el libro titulado: 10 ARTÍCULOS DE MANAGEMENT: ENTENDIENDO CÓMO COMPITEN LAS PRINCIPALES EMPRESAS DEL MUNDO".

Tras las presentaciones se abre un breve turno de preguntas sobre los libros presentados.

Punto 5 - Ruegos y preguntas

Interviene Rosario García Cruz, realizando una breve mención a las actividades que se desarrollan en la Cátedra Extenda de Internacionalización de la Universidad de Sevilla y, en este marco, se ofrece para que, con la colaboración de la Cátedra Extenda, en la próxima reunión de la Sección de Dirección Internacional de ACEDE se pueda contar con un ponente del ICEX o del Banco Mundial, instituciones con quienes la Cátedra mantiene vínculos de colaboración.

Interviene también Marisa Ramírez Alesón en relación a experiencias docentes con casos reales de empresas para la realización de Trabajos Fin de Grado en la Universidad de Zaragoza.

Se levanta la sesión a las 19:00 horas del día veinticuatro de junio de dos mil dieciocho, de lo cual doy fe como Secretario.



Fdo. Francisco García Pérez
Secretario de la Sección de Dirección Internacional

ANEXO: CATÁLOGO DE INVESTIGADORES 2018

RELACIÓN DE INVESTIGADORES (por orden alfabético)

- Avella Camarero, Lucía
- De Matías Batalla, David
- Dejo Oricain, Natalia
- Fernández Méndez, Laura
- Fleta Asín, Jorge
- García Cabrera, Antonia Mercedes
- García Canal, Esteban
- García García, Raquel
- García Pérez, Francisco
- González Loureiro, Miguel
- González Pérez, Carolina M^a
- Hervás Oliver, José Luis
- Hurtado Torres, Nuria Esther
- León Darder, Fidel
- Linares Navarro, Esmeralda
- López Duarte, Cristina
- Martínez Noya, Andrea
- Nieto Sánchez, María Jesús
- Penas Franco, Pablo
- Puig Blanco, Francisco
- Ramírez Alesón, Marisa
- Rialp Criado, Alex
- Rodríguez Márquez, Alicia
- Sánchez Lorda, Pablo
- Suárez Ortega, Sonia María
- Valdés Llana, Ana
- Varas Fuente, Óscar Javier
- Vidal Suárez, Marta M.
- Villar García, Cristina

Lucía AVELLA CAMARERO

CATEGORÍA PROFESIONAL	Catedrática de Organización de Empresas	
DEPARTAMENTO	Administración de Empresas	
CENTRO	Facultad de Economía y Empresa	
UNIVERSIDAD	Universidad de Oviedo	
DIRECCIÓN POSTAL	Avda. del Cristo s/n 33006 Oviedo (Asturias)	
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Nº SEXENIOS	3	

ÁREAS DE INVESTIGACIÓN

1. Efectos de las decisiones de offshoring y reshoring en la competitividad empresarial
2. Proceso de formulación y análisis de objetivos y decisiones de producción: Influencia en resultados operativos y económico-financieros
3. Características de la fabricación lean y fabricación ágil: Herramientas y principales efectos derivados de su implantación
4. Actividad exportadora de la empresas y su influencia en los resultados empresariales

PUBLICACIONES MÁS RELEVANTES

1. Valle, S., García, F. & Avella, S. 2015. Offshoring intermediate manufacturing: boost or hindrance to firm innovation?. *Journal of International Management*, 21(2): 117-134.
2. García, F., Avella, L. & Fernández, E. 2012. Learning from exporting: The moderating effect of technological capabilities. *International Business Review*, 21(6): 1099-1111.
3. Avella, L.; Vázquez, D. & Fernández, E. 2011. Cumulative manufacturing capabilities: An extended model and new empirical evidence. *International Journal of Production Research*, 49 (3): 707-729.
4. Avella, L. & Vázquez, D. 2010. The multidimensional nature of production competence and additional evidence of its impact on business performance, *International Journal of Operations and Production Management*, 30 (6): 548-583.
5. Avella, L., Fernández, E. & Vázquez, C. J. 1999. The large Spanish industrial company: Strategies of the most competitive factories. *Omega*. *International Journal of Management Science*, 27: 497-514.

David DE MATÍAS BATALLA

CATEGORÍA PROFESIONAL	Doctorando Economía y Dirección de Empresas	
DEPARTAMENTO	Ciencias Empresariales	
CENTRO	Facultad de CC.EE.EE. y Turismo	
UNIVERSIDAD	Universidad de Alcalá	
DIRECCIÓN POSTAL	28001	
E-MAIL	daviddematiasbatalla@outlook.es	
Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN		

ÁREAS DE INVESTIGACIÓN

1. Inversión directa extranjera (filiales, offshoring, greenfield investments, IJV, Fusiones y adquisiciones internacionales)
2. Procesos de internacionalización de empresas
3. Empresas multinacionales
4. Dirección Estratégica
5. Economía Internacional

PUBLICACIONES MÁS RELEVANTES

1. de Matías Batalla, D. (2016). "The new paradigm of international production: The case of Spanish offshoring activities", *Economics Journal*, 37, 1-11.
2. de Matías Batalla, D. (2016). "Características de las greenfield investment españolas. Una evidencia empírica", *Revista Galega de Economía*, 25, 2
3. de Matías Batalla, D. (2015). "Evolución y análisis de la IDE española a través de la empresa multinacional", *Boletín ICE, Revista Económica*, 3067, pp. 55-68.
4. de Matías Batalla, D. (2015). "Impact of the economic integration in the international economics structure. The case of international mergers and acquisitions of Spanish multinational firms", *Working Papers on International Economics and Finance DEFI*. ISSN: 1696-6376.
5. de Matías Batalla, D. (2015). "Evolución y futuro de la IDE española. El papel de la empresa multinacional", *Documento de Trabajo FUNCAS*, 765.
6. de Matías Batalla, D. (2015). "¿Debe ser revisado el paradigma ecléctico ante las nuevas formas de hacer negocios internacionales?", *Boletín ICE, Revista Económica*, 3060, pp. 39-50.
7. de Matías Batalla, D. (2015). "Impacto de las TIC en la forma de hacer negocios internacionales. Una revisión del paradigma ecléctico", *Serie de Documentos de Trabajo IAES*, 01/2015, ISSN: 2172-7856.

Natalia DEJO ORICAIN

CATEGORÍA PROFESIONAL	CONTRATADO DOCTOR	
DEPARTAMENTO	DIRECCIÓN Y ORGANIZACIÓN DE EMPRESAS	
CENTRO	FACULTAD DE ECONOMÍA Y EMPRESA	
UNIVERSIDAD	UNIVERSIDAD DE ZARAGOZA	
DIRECCIÓN POSTAL	GRAN VÍA 2, 50005 ZARAGOZA	
E-MAIL	ndejo@unizar.es	
Nº SEXENIOS	1	
GRUPO DE INVESTIGACIÓN	COMPETE: Análisis Empresarial y Competitividad	

ÁREAS DE INVESTIGACIÓN

1. Internacionalización de Empresas
2. Análisis del comportamiento exportador de pymes
3. Redes e internacionalización de empresas familiares
4. Innovación Docente e Investigación Educativa

PUBLICACIONES MÁS RELEVANTES

1. Serrano, R.; Acero-Fraile, I.; Dejo-Oricain, N. (2018). Collaborative networks and export intensity in family firms: a quantile regression approach. European Journal of International Management (EJIM). (En 3ª revisión).
2. Fernández-Olmos, M.; Dejo-Oricain, N.; Rosell-Martínez, J. (2016) Product differentiation strategy and vertical integration: An application to the DOC Rioja wine industry. Journal of Business Economics and Management Vol. 17(5), pp. 796-809.
3. Dejo-Oricain, N. (2015). Adquisición de competencias en el marco del Aprendizaje Cooperativo: valoración de los estudiantes. Revista: REDU – Revista de Docencia Universitaria Vol. 13(1), Enero-Abril 2015, pp. 339-359. Editorial: Red Estatal de Docencia Universitaria ISSN: 1887-4592.
4. Dejo-Oricain, N.; Ramírez-Alesón, M. (2014). Which Resources Are Most Important for a Successful SME Exporter? International Journal of Business and Commerce vol. 3 Issue 7, pp. 1-18.
5. Dejo-Oricain, N.; Ramírez Alesón, M. (2010) ¿Hacia dónde se dirigen las exportaciones aragonesas? Un análisis de los últimos años (1999-2009). Boletín Económico del ICE, nº 2981: 27-36.
6. Dejo-Oricain, N.; Ramírez Alesón, M. (2009). Export Behaviour: a Study of Spanish SMEs. GCG: Journal of Globalization, Competitiveness and Governability, Vol. 3, nº 2, pp. 52-67.

Laura FERNÁNDEZ-MÉNDEZ

CATEGORÍA PROFESIONAL	Assistant Professor	
DEPARTAMENTO	Gestión Empresarial	
CENTRO	Facultad Ciencias Económicas y Empresariales	
UNIVERSIDAD	Universidad Pontificia Comillas, ICAI-ICADE	
DIRECCIÓN POSTAL	C/ Alberto Aguilera, 23 28015 Madrid	
E-MAIL	lfmendez@icade.comillas.edu	
Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN	GESCRINTER	

ÁREAS DE INVESTIGACIÓN

1. International Strategy
2. MNEs non-market strategy and Corporate expansion of regulated firms
3. MNEs political connections, Emerging market multinationals

PUBLICACIONES MÁS RELEVANTES

1. "Legal family and infrastructure voids as drivers of regulated physical infrastructure firms' exposure to governmental discretion" (with Esteban García-Canal & Mauro F. Guillén). *Journal of International Management*, 21(2), pp. 135-149. 2015.
2. "Policy risk, political capabilities, and the survival of foreign direct investment projects" (with Esteban García-Canal & Mauro F. Guillén). *Best Paper Proceedings. Academy of Management Proceedings*. 2012, pp. 1 - 6. 2012. ISSN 0065-0668
3. "Industrias Lácteas Asturianas, S.A. (ILAS): an example of a discriminatory international strategy" (with Esteban García-Canal & Mauro F. Guillén). *Universia Business Review*. 31, pp. 102 - 130. 2011. ISSN 1698-5117
4. "Discrecionalidad regulatoria, capacidades políticas y supervivencia de los proyectos de inversión directa en el exterior" (with Esteban García-Canal & Mauro F. Guillén). *Cuadernos Económicos de ICE*. 82, pp. 155 -180. 2011. ISSN 0210-2633
5. "Relative risk in emerging markets for emerging multinationals: the case of Orascom Telecom" (with Esteban García-Canal & Mauro F. Guillén). *Handbook of emerging market multinational corporations*. pp. 183 -197. Cheltenham (Reino Unido): Edward Elgar Publishers, 27/02/2015. ISBN 978-1-78254-499-9
6. "Industrias Lácteas Asturianas, S.A. (ILAS): Un ejemplo de internacionalización discriminadora. El Caso ILAS/Reny Picot" (with Esteban García-Canal & Mauro F. Guillén). pp. 51 - 74. (España): Trea/ Fundación Valdés-Salas, 01/12/2013. ISBN 978-84-9704-707-4
7. "Inestabilidad política y pautas desinversoras e inversoras en la empresa multinacional española en sectores regulados" *Avances en la investigación para la internacionalización de las empresas andaluzas*. pp. 77 - 96. (España): Extenda. Agencia Andaluza de Promoción Exterior, 01/01/2013. ISBN 978-84-695-6686-2

Jorge FLETA ASÍN

CATEGORÍA PROFESIONAL	Contratado Doctor	
DEPARTAMENTO	Economía y Empresa	
CENTRO	Centro Universitario de la Defensa	
UNIVERSIDAD	Zaragoza	
DIRECCIÓN POSTAL	Edificio Félix de Azara. Centro Universitario de la Defensa. Academia General Militar. Ctra. de Huesca s/n, 50090 Zaragoza (España) Zaragoza. España	
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Nº SEXENIOS	0	
GRUPO DE INVESTIGACIÓN	Crevalor	

ÁREAS DE INVESTIGACIÓN

1. Inversión Extranjera Directa
2. Factores de Localización
3. Emprendimiento Internacional

PUBLICACIONES MÁS RELEVANTES

1. Ramírez, M. Fleta, J. (2016): "Is the importance of location factors different depending on the degree of development of the country?", Journal of International Management, 22(1), pp. 29-43. DOI: 10.1016/j.intman.2015.10.002

Antonia Mercedes GARCÍA CABRERA

CATEGORÍA PROFESIONAL	Profesor Titular de Universidad	
DEPARTAMENTO	Economía y Dirección de Empresas	
CENTRO	Facultad de Economía, Empresa y Turismo	
UNIVERSIDAD	Universidad de Las Palmas de Gran Canaria	
DIRECCIÓN POSTAL	Facultad de Economía, Empresa y Turismo. Edificio departamental, Módulo C. Campus de Tafira. 35017 Las Palmas de Gran Canaria	
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Nº SEXENIOS	1	
GRUPO DE INVESTIGACIÓN	Estrategia y Negocios Internacionales	

ÁREAS DE INVESTIGACIÓN

1. Instituciones y negocios internacionales
2. Coevolución y negocios internacionales
3. Estudios culturales comparativos en los negocios internacionales
4. Pymes y emprendimiento internacional

PUBLICACIONES MÁS RELEVANTES

1. García-Cabrera, A.M.; García-Soto, M.G.; Durán-Herrera, J.J. (2016, online availability). Opportunity motivation and SME internationalization in emerging countries: Evidence from entrepreneurs' perception of institutions. *International Entrepreneurship and Management Journal*. DOI: 10.1007/s11365-016-0386-7.
2. García-Cabrera, A.M.; Durán-Herrera, J.J. (2016, online availability). MNEs as institutional entrepreneurs: A dynamic model of the co-evolutionary process. *European Management Journal*. DOI: <http://dx.doi.org/10.1016/j.emj.2016.02.002>.
3. Déniz Déniz, M.C.; García Cabrera, A.M. (2014). Management and ownership control in foreign investments: An analysis of the influence of isomorphism and quality of institutions. *Journal of Management and Organization*, 20, 6, 764-783. DOI: 10.1017/jmo.2014.52.
4. García Cabrera, A.M.; Durán Herrera J.J. (2014). Does the tourism industry co-evolve? *Annals of Tourism Research*, 47, 77-95. DOI: <http://dx.doi.org/10.1016/j.annals.2014.05.004>.
5. García Cabrera, A.M.; García Soto, M.G. (2012). Organizational commitment in MNC subsidiary top managers: antecedents and consequences. *International Journal of Human Resource Management*, 23, 15, 3151-3177.
6. García Cabrera, A.M.; García Soto, M.G. (2011). MNC commitment, OCB role definition and intent to leave in subsidiary top managers: The moderating effect of uncertainty avoidance values. *International Journal of Intercultural Relations*, 35, 5, 641-657.
7. García Cabrera, A.M.; García Soto, M.G. (2008). Cultural differences and entrepreneurial behaviour: an intra-country cross-cultural analysis in Cape Verde, *Entrepreneurship & Regional Development*, 20, 5, 451-483.

Esteban GARCÍA-CANAL

CATEGORÍA PROFESIONAL	CU	
DEPARTAMENTO	Administración de Empresas	
CENTRO	Facultad Economía y Empresa	
UNIVERSIDAD	Oviedo	
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Nº SEXENIOS	4	
GRUPO DE INVESTIGACIÓN	GESCRINTER	

ÁREAS DE INVESTIGACIÓN

1. Cooperative agreements and inter-firm strategic alliances
2. International Strategy
3. Mergers and Acquisitions
4. Corporate expansion of regulated firms
5. Emerging market multinationals

PUBLICACIONES MÁS RELEVANTES

1. "Risk and the strategy of foreign location choice", (with Mauro Guillén). Strategic Management Journal, vol. 29 (10), pp. 1097-1115, 2008.
2. "The American Model of the Multinational Firm and the "New" Multinationals From Emerging Economies", (with Mauro Guillén). Academy of Management Perspectives, vol. 23 (2), pp. 23-35, 2009
3. "Contractual Form in Domestic and International Strategic Alliances". Organization Studies, vol. 17 (5), pp. 773-794, 1996.
4. "Effectiveness of dyadic and multi-party joint ventures" (with África Ariño Martín and Ana Valdés Llaneza) Organization Studies, vol. 24, nº 5, pp. 743-770, 2003.
5. "Technological flows and the choice of joint ventures in technology alliances", (with Pablo Sánchez Lorda and Ana Valdés Llaneza). Research Policy, vol. 37, pp. 97-114, 2008.
6. "R&D outsourcing and the effectiveness of intangible investments: Is proprietary core knowledge walking out the door?" (with Andrea Martínez-Noya and Mauro Guillén). Journal of Management Studies, 50(1), pp. 67-91. 2013.
7. "Legal family and infrastructure voids as drivers of regulated physical infrastructure firms' exposure to governmental discretion" (with Laura Fernández Mendez, and Mauro F. Guillén). Journal of International Management, 21(2), pp. 135-149. 2015.

Raquel GARCÍA-GARCÍA

CATEGORÍA PROFESIONAL	Lecturer in Strategic Management	
DEPARTAMENTO	Strategy and Marketing	
CENTRO	Faculty of Business and Law	
UNIVERSIDAD	The Open University	
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Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN	GESCRINTER	

ÁREAS DE INVESTIGACIÓN

1. International strategy
2. Corporate financial performance
3. Nonmarket strategy
4. Inter-firm collaboration
5. Emerging market multinationals

PUBLICACIONES MÁS RELEVANTES

1. Guillén, M. F., García-Canal, E., and García-García, R. (2016): "Emerging Market Multinationals: An Overview". In Thite, M., Wilkinson, A. y Budhwar, P., eds., "Indian Multinationals: Taking India to the World". Oxford University Press, forthcoming.
2. García-García, R., García-Canal, E. and Guillén, M. (2015): "Contribución de las estrategias de internacionalización a los resultados de la empresa manufacturera española". Papeles de Economía Española, Nº 144: 156-171.

Francisco GARCÍA PÉREZ

CATEGORÍA PROFESIONAL	Profesor Contratado Doctor	
DEPARTAMENTO	Administración de Empresas	
CENTRO	Facultad de Economía y Empresa	
UNIVERSIDAD	Universidad de Oviedo	
DIRECCIÓN POSTAL	Avda. del Cristo S/N 33006 Oviedo (Asturias)	
E-MAIL	fgarciap@uniovi.es	
Nº SEXENIOS	1	

ÁREAS DE INVESTIGACIÓN

1. Efectos de la inversión directa recibida en las empresas del país receptor de la inversión
2. Influencia del offshoring en la competitividad empresarial
3. Actividad exportadora de la empresas y su influencia en los resultados empresariales

PUBLICACIONES MÁS RELEVANTES

1. Jin, B., García, F., & Salomon, R. 2018. Inward foreign direct investment and local firm innovation: The moderating role of technological capabilities. *Journal of International Business Studies*, forthcoming. <https://doi.org/10.1057/s41267-018-0177-1>
2. Valle, S., García, F. & Avella, S. 2015. Offshoring intermediate manufacturing: Boost or hindrance to firm innovation? *Journal of International Management*, 21(2): 117-134.
3. García, F., Jin, B., & Salomon, R. 2013. Does inward foreign direct investment improve the innovative performance of local firms? *Research Policy*, 42(1): 231-244.
4. García, F., Avella, L., & Fernández, E. 2012. Learning from exporting: The moderating effect of technological capabilities. *International Business Review*, 21(6): 1099-1111.

Miguel GONZÁLEZ LOUREIRO

CATEGORÍA PROFESIONAL	Contratado Doctor (acreditado para Titular de Universidad)	
DEPARTAMENTO	Organización de Empresas y Marketing	
CENTRO	Fac. de CC. Económicas y Empresariales	
UNIVERSIDAD	Universidad de Vigo	
DIRECCIÓN POSTAL	Campus Lagoas-Marcosende, s/n. 36310 Vigo	
E-MAIL	mloureiro@uvigo.es	
Nº SEXENIOS	(administrativamente no puedo solicitar)	
GRUPO DE INVESTIGACIÓN		

ÁREAS DE INVESTIGACIÓN

1. Intersecciones entre alguno de estos: Proceso de internacionalización
2. Aspectos relacionados con la cognición del directivo (estilo cognitivo, mapas y procesos mentales para toma de decisiones)
3. Supervivencia y crecimiento, Nuevas empresas internacionales, Emprendimiento internacional
4. Cluster de empresas
5. Innovación e internacionalización

PUBLICACIONES MÁS RELEVANTES

1. Puig, F., González-Loureiro, M., & Ghauri, P. N. (2014). Internationalisation for survival: the case of New Ventures. *Management International Review*, 54(5), 653-673.
2. Dabic, M., González-Loureiro, M., & Harvey, M. (2015). Evolving research on expatriates: what is 'known' after four decades (1970-2012). *The International Journal of Human Resource Management*, 26(3), 316-337.
3. Dabic, M., González-Loureiro, M., & Furrer, O. (2014). Research on the strategy of multinational enterprises: key approaches and new avenues. *BRQ Business Research Quarterly*, 17(2), 129-148.
4. Gonzalez-Loureiro, M., Dabic, M., & Kiessling, T. (2015). Supply chain management as the key to a firm's strategy in the global marketplace trends and research agenda. *International Journal of Physical Distribution and Logistics Management*, 45(1/2), 159-181.
5. Gonzalez-Loureiro, M., Kiessling, T., & Dabic, M. (2015). Acculturation and overseas assignments: A review and research agenda. *International Journal of Intercultural Relations*, 49, 239-250.
6. González-Loureiro, M., & Figueroa-Dorrego, P. (2012). Intellectual capital and system of innovation: What really matters at innovative SMEs. *Intangible Capital*, 8(2), 239-274.
7. Dabić, M., Švarc, J., & González-Loureiro, M. (2016). *Entrepreneurial Universities in Innovation-Seeking Countries: Challenges and Opportunities*. Palgrave Macmillan.

Carolina M^a GONZÁLEZ PÉREZ

CATEGORÍA PROFESIONAL	PROFESORA ASOCIADA DOCTORANDO	
DEPARTAMENTO	ECONOMÍA Y DIRECCIÓN DE EMPRESAS Área: Organización de Empresas	
CENTRO	FACULTAD DE CIENCIAS ECONÓMICAS, EMPRESARIALES Y TURISMO	
UNIVERSIDAD	UNIVERSIDAD DE ALCALÁ	
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Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN		

ÁREAS DE INVESTIGACIÓN

1. EMPRENDIMIENTO INTERNACIONAL. "Empresas Nacidas Globales versus Empresas Exportadoras Tradicionales: Una aproximación empírica a las PYMES industriales españolas" – Título tentativo de la Tesis Doctoral en la que me encuentro trabajando
2. PROCESOS Y ESTRATEGIAS DE INTERNACIONALIZACIÓN
3. DIRECCIÓN ESTRATÉGICA
4. ENSEÑANZA Y APRENDIZAJE ACTIVO: metodologías y herramientas docentes del tipo flipped learning, problem-based learning, team-based learning, aprendizaje basado en proyectos, casos de estudio, role plays, etc.

José Luis HERVÁS OLIVER

CATEGORÍA PROFESIONAL	CATEDRÁTICO UNIVERSIDAD	
DEPARTAMENTO	ORGANIZACIÓN EMPRESAS	
CENTRO	Facultad de ADE	
UNIVERSIDAD	Politécnica Valencia	
DIRECCIÓN POSTAL	Campus vera s/n, Valencia 46022	
E-MAIL	Jose.hervas@omp.upv.es	
Nº SEXENIOS	2	
GRUPO DE INVESTIGACIÓN	MIN (Management of Innovation Networks)	

ÁREAS DE INVESTIGACIÓN

1. Clusters. Aprendizaje y competitividad empresarial por localización en áreas de aglomeración. Medición del output innovador en dichos ecosistemas. Todos los temas relacionados
2. Innovación no-tecnológica: innovación organizacional como complemento y refuerzo de la tecnológica. Datos CIS
3. Innovación tecnológica: dedicada a proceso (no a producto!), con todas las implicaciones de mejoras productivas de eficiencia
4. Innovación sin función de I+D. Innovación en pymes y sectores tradicionales
5. Spinoffs: estudio de los procesos de reproducción organizativa como forma de transferencia de tecnología

PUBLICACIONES MÁS RELEVANTES

1. Hervás-Oliver, J.L. et al., (2017) *The dynamics of cluster entrepreneurship: knowledge legacy from parents or agglomeration effects? The case of the Castellon ceramic tile district*, **RESEARCH POLICY**
2. Hervás-Oliver J.L., Albors, J., Estelles, S. y Boronat, C. (2017) *Radical Innovation in Marshallian Industrial Districts*, **Regional Studies**, ifirst, <http://dx.doi.org/10.1080/00343404.2017.1297895>
3. Hervás-Oliver J.L., Sempere-Ripoll, F., Rojas, R. y Estelles, S., (2017) *"Agglomerations and firm performance: who benefits and how much?"* **Regional Studies**, ifirst, <http://dx.doi.org/10.1080/00343404.2017.1297895>
4. Hervás-Oliver, J. L., & Albors-Garrigos, J. (2008). The role of the firm's internal and relational capabilities in clusters: when distance and embeddedness are not enough to explain innovation. **Journal of Economic Geography**, 9(2), 263-283.
5. Hervás-Oliver, J. L., Garrigos, J. A., & Gil-Pechuan, I. (2011). Making sense of innovation by R&D and non-R&D innovators in low technology contexts: A forgotten lesson for policymakers. **Technovation**, 31(9), 427-446.
6. Igartua, J. I., Garrigós, J. A., & Hervás-Oliver, J. L. (2010). How innovation management techniques support an open innovation strategy. **Research-Technology Management**, 53(3), 41-52.
7. Hervás-Oliver, J. L., Sempere-Ripoll, F., & Boronat-Moll, C. (2014). Process innovation strategy in SMEs, organizational innovation and performance: a misleading debate?. **Small Business Economics**, 43(4), 873-886.

Nuria Esther HURTADO TORRES

CATEGORÍA PROFESIONAL	PROFESORA TITULAR DE UNIVERSIDAD	
DEPARTAMENTO	ORGANIZACIÓN DE EMPRESAS	
CENTRO	FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES	
UNIVERSIDAD	UNIVERSIDAD DE GRANADA	
DIRECCIÓN POSTAL	Campus de Cartuja s/n 18071 Granada	
E-MAIL	nhurtado@ugr.es	
Nº SEXENIOS	2	
GRUPO DE INVESTIGACIÓN	Innovación, Sostenibilidad y Desarrollo Empresarial	

ÁREAS DE INVESTIGACIÓN

1. Internacionalización de la innovación y su influencia en los planteamientos medioambientales de la empresa
2. Empresas multinacionales y planteamientos medioambientales
3. Internacionalización de las Instituciones de Educación Superior
4. Redes internacionales e innovación

PUBLICACIONES MÁS RELEVANTES

1. Aragón-Correa A.J., Marcus, A., Hurtado Torres N.E. (2016): "The natural environmental strategies of international firms: Controversies and new evidence on Performance and Disclosure", **Academy of Management Perspectives**, vol. 30: 24-39.
2. Bermúdez Edo M., Hurtado Torres N.E., Ortiz Martínez de Mandojana, N. (2015): "The influence of international scope on the relationship between patented environmental innovations and firm performance", **Business & Society**, Published online before print, March 24, 2015,
3. Aguilera Caracuel J.; Hurtado Torres N.E., Aragón Correa A.J. (2013): "Differentiated Effects of Formal and Informal Institutional Distance between Countries on the Environmental Performance of Multinational Enterprise", **Journal of Business Research**, vol. 66: 2657-2665
4. Delgado Márquez B., Hurtado Torres N.E., Escudero Torres M.A. (2013): "Being highly internationalised strengthens your reputation: an empirical investigation of top higher education institutions", **Higher Education**, vol. 66 (5): 619-633.
5. Aguilera Caracuel J., Aragón Correa J.A., Hurtado Torres N.E., Rugman A. (2012): The Effects of Institutional Distance and Headquarters' Financial Performance on the Generation of Environmental Standards in Multinational Companies", **Journal of Business Ethics**, vol. 105 (4): 461-474.
6. Aguilera Caracuel J., Hurtado Torres N. E., Aragón Correa J. A. (2012): "Does international experience help firms to be green? A knowledge-based view of how international experience and organisational learning influence proactive environmental strategies", **International Business Review**, vol. 21 (5): 847-861

Fidel LEÓN DARDER

CATEGORÍA PROFESIONAL	PROFESOR TITULAR DE UNIVERSIDAD	
DEPARTAMENTO	Dirección de Empresas. Juan José Renau Piqueras	
CENTRO	Facultat d'Economia	
UNIVERSIDAD	Universitat de València	
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Nº SEXENIOS	1	
GRUPO DE INVESTIGACIÓN	INGLOBEST	

ÁREAS DE INVESTIGACIÓN

1. Estrategia de la filial exterior. Factores que influyen en los procesos de iniciativa estratégica por parte de las filiales exteriores
2. Internacionalización de las cadenas hoteleras. Combinación de modos de operación en los mercados exteriores.
3. Filiales springboard. Rol de las filiales españolas de empresas multinacionales que operan como sede central regional para América Latina

PUBLICACIONES MÁS RELEVANTES

1. Achcaoucaou, F., Miravittles, P. y León-Darder, F. (2014): "Knowledge sharing and subsidiary R&D mandate development: A matter of dual embeddedness", *International Business Review*, 23(1), 76-90.
2. Pla-Barber, J., Villar, C. y León-Darder, F. (2014): "Augmenting versus exploiting entry modes in soft services: Reconsidering the role of experiential knowledge", *International Marketing Review*, 31(6), 621-636
3. Ralston, D. A., Egri, C. P., León-Darder, F. et al. (2014): "Societal-level versus individual-level predictions of ethical behavior: A 48-society study of collectivism and individualism", *Journal of Business Ethics*, 122(2), 283-306.
4. Pla-Barber, J., León-Darder, F., y Villar, C. (2011): "The internationalization of soft-services: entry modes and main determinants in the Spanish hotel industry", *Service Business*, 5(2), 139-154
5. León-Darder, F., Villar-García, C. y Pla-Barber, J. (2011): "Entry mode choice in the internationalisation of the hotel industry: a holistic approach", *The Service Industries Journal*, 31(1), 107-122.
6. Ralston, D. A., Egri, C. P., León-Darder, F. et al. (2011): "A twenty-first century assessment of values across the global workforce", *Journal of Business Ethics*, 104(1), 1-31.
7. Ralston, D. A., Egri, C. P., León-Darder, F. et al. (2009): "Ethical preferences for influencing superiors: A 41-society study", *Journal of International Business Studies*, 40(6), 1022-1045.

Esmeralda LINARES NAVARRO

CATEGORÍA PROFESIONAL	CONTRATADO DOCTOR	
DEPARTAMENTO	DIRECCIÓN DE EMPRESAS J.J. RENAU PIQUERAS	
CENTRO	FACULTAT D'ECONOMIA	
UNIVERSIDAD	UNIVERSITAT DE VALÈNCIA	
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E-MAIL	Esmeralda.Linares@uv.es	
Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN	"Internacionalización, Globalización y Estrategia de la Empresa" (INGLOBEST)	

ÁREAS DE INVESTIGACIÓN

1. Offshoring
2. International Business Management
3. Entry modes
4. CSR and MNC's

PUBLICACIONES MÁS RELEVANTES

1. Navarro, E. L. (2015). Implementación de estrategias de offshoring en empresas del este de Europa: una visión distinta de la deslocalización en Europa oriental. Boletín económico de ICE, Información Comercial Española, (3063), 53-68.
2. Coscollar, M. D. À., Dolz, C. D., & Linares-Navarro, E. (2015). Why Do Spanish Firms Engage in the Global Compact Initiative? An Explanation from Institutional and Social Identity Theories. In The UN Global Compact: Fair Competition and Environmental and Labour Justice in International Markets (pp. 123-144). Emerald Group Publishing Limited.
3. Linares-Navarro, E., Pedersen, T., & Pla-Barber, J. (2014). Fine slicing of the value chain and offshoring of essential activities: empirical evidence from European multinationals. Journal of Business Economics and Management, 15(1), 111-134.

Cristina, LÓPEZ DUARTE

CATEGORÍA PROFESIONAL	CATEDRÁTICA DE UNIVERSIDAD	
DEPARTAMENTO	ADMINISTRACIÓN DE EMPRESAS	
CENTRO	FACULTAD DE COMERCIO, TURISMO Y CC SOCIALES	
UNIVERSIDAD	UNIVERSIDAD DE OVIEDO	
DIRECCIÓN POSTAL	Edificio La Laboral, Av Luis Moya, Gijón 33203, Asturias	
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Nº SEXENIOS	3	
PERFIL GOOGLE SCHOLAR	https://scholar.google.es/citations?user=1-ULy5sAAAAJ&hl=es&oi=ao	

ÁREAS DE INVESTIGACIÓN

1.	Inversión directa en el exterior
2.	Proceso de internacionalización
3.	Cultura nacional y su impacto sobre la internacionalización empresarial
4.	Alianzas estratégicas y acuerdos de cooperación
5.	Born globals o international new ventures

PUBLICACIONES RECIENTES MÁS RELEVANTES

1.	López-Duarte, C., Vidal-Suárez, M. M., & González-Díaz, B. (2016). International business and national culture: a literature review and research agenda. <i>International Journal of Management Reviews</i> , 18(4), 397-416
2.	López-Duarte, C., González-Loureiro, M., Vidal-Suárez, M. M., & González-Díaz, B. (2016). International strategic alliances and national culture: Mapping the field and developing a research agenda. <i>Journal of World Business</i> , 51(4), 511-524.
3.	López-Duarte, C., Vidal-Suárez, M. M., González-Díaz, B., & Reis, N. R. (2016). Understanding the relevance of national culture in international business research: a quantitative analysis. <i>Scientometrics</i> , 108(3), 1553-1590.
4.	López-Duarte, C., Vidal-Suárez, M. M., & González-Díaz, B. (2017). Expatriate management and national culture: a bibliometric study of prolific, productive, and most cited authors and institutions. <i>The International Journal of Human Resource Management</i> , 1-29
5.	López-Duarte, C., Vidal-Suárez, M. M., & González-Díaz, B. (2015). Impact of cultural positions on FDI's entry mode. <i>Cross Cultural Management</i> , 22(3), 509-526.
6.	López-Duarte, C., & Vidal-Suárez, M. M. (2013). Cultural distance and the choice between wholly owned subsidiaries and joint ventures. <i>Journal of Business Research</i> , 66(11), 2252-2261.
7.	López-Duarte, C., & Vidal-Suárez, M. M. (2010). External uncertainty and entry mode choice: Cultural distance, political risk and language diversity. <i>International Business Review</i> , 19(6), 575-588.

Andrea MARTÍNEZ NOYA

CATEGORÍA PROFESIONAL	Contratada Doctora (acreditada Titular)	
DEPARTAMENTO	Administración de Empresas	
CENTRO	Facultad de Economía y Empresa	
UNIVERSIDAD	Universidad de Oviedo	
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Nº SEXENIOS	1	
GRUPO DE INVESTIGACIÓN	GESCRINTER (http://gescrinter.grupos.uniovi.es/)	

ÁREAS DE INVESTIGACIÓN

1. Subcontratación internacional de I+D
2. Gestión de alianzas tecnológicas internacionales
3. Offshoring de I+D

PUBLICACIONES MÁS RELEVANTES

1. Martínez-Noya, A., García-Canal, E. y Guillén, M.F. 2013. "R&D outsourcing and the effectiveness of intangible relationship-specific investments: May proprietary knowledge be walking out the door?" *Journal of Management Studies*, Volume 50, Issue 1, 67-91
2. Martínez-Noya, A., García-Canal, E. y Guillén, M.F. 2012. "International R&D service outsourcing by technology-intensive firms: Whether and where?" *Journal of International Management*, 18, 18-37.
3. Martínez-Noya, A., García-Canal, E. 2011. "Technological Capabilities and the Decision to Outsource/ Outsource Offshore R&D Services". *International Business Review*, 20 (4): 264-277.
4. Martínez-Noya, A., García-Canal, E. 2016. "The Framing of Knowledge Transfers to Shared R&D Suppliers and its Impact on Innovation Performance: a Regulatory Focus Perspective." *R&D Management*, 46 (2): 354-368.
5. Martínez-Noya, A., García-Canal, E. 2010. "Características distintivas de la subcontratación de I+D en las empresas intensivas en tecnología". *Universia Business Review*, nº 26, segundo trimestre, 88-111
6. Martínez-Noya, A., García-Canal, E. 2012. "Transaction Complexity, Resource Dependence and Long-Term Outsourcing of R&D services". *Revista Europea de Dirección y Economía de la Empresa* 18: 191-204.
7. Narula, R., Martínez-Noya, A. 2015. "International R&D Alliances by Firms: Origins and Development ". Capítulo 7 del libro: *The Handbook of Global Science, Technology, and Innovation*. Editado por Daniele Archibugi y Andrea Filippetti. ISBN: 978-1-118-73906-8. 624 pages. Wiley-Blackwell

María Jesús NIETO SÁNCHEZ

CATEGORÍA PROFESIONAL	PROFESOR TITULAR DE UNIVERSIDAD	
DEPARTAMENTO	Sección organización de empresas	
CENTRO	Facultad de CC. Sociales y Jurídicas	
UNIVERSIDAD	Carlos III de Madrid	
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Nº SEXENIOS	2	
GRUPO DE INVESTIGACIÓN	Dirección estratégica y recursos humanos	

ÁREAS DE INVESTIGACIÓN

1. Estrategias de internacionalización: decisiones e implicaciones
2. Innovación: antecedentes, decisiones y resultados
3. Empresa familiar: decisiones estratégicas, gobierno corporativo, objetivos

PUBLICACIONES MÁS RELEVANTES

1. Rodríguez, A. y Nieto, MJ. (forthcoming). "Does R&D offshoring lead to SME growth? Different governance modes and the mediating role of innovation", Strategic Management Journal, doi: 10.1002/smj.2413, publicado on-line (2015)
2. Hernández, V. y Nieto, MJ. (2016). "Inward-outward connections and their impact on firm growth", International Business Review, 25(1), 296-306
3. Hernández, V. y Nieto, MJ. (2015). "The effect of the magnitude and direction of institutional distance on the choice of international entry modes", Journal of World Business, 50 (1), 122-132.
4. Nieto, MJ., Santamaria, L. y Fernández, Z. (2015). "Understanding the innovation behavior of family firms", Journal of Small Business Management, 53(2), 382-399
5. Nieto, MJ. y Rodríguez, A. (2011). "Offshoring of R&D: Looking abroad to improve innovation performance", Journal of International Business Studies, 42(3), 345-361
6. Nieto, MJ. y Santamaria, L. (2007). "The importance of diverse collaborative networks for the novelty of product innovation", Technovation, 27(6-7), 367-377
7. Fernández, Z. y Nieto, MJ. (2006). "The impact of ownership on the international involvement of SMEs", Journal of International Business Studies, 37(3), 340-351.

Pablo PENAS FRANCO

CATEGORÍA PROFESIONAL	Profesor Freelance	
DEPARTAMENTO	Management	
CENTRO	N/A	
UNIVERSIDAD	Varias Universidades y Escuelas de Negocios (Next IBS, Esne, Galicia Business School...)	
DIRECCIÓN POSTAL	Ribadavia 10, 8B, 28029, Madrid	
E-MAIL	ppenas@hotmail.com	
Nº SEXENIOS	0	
GRUPO DE INVESTIGACIÓN	N/A	

ÁREAS DE INVESTIGACIÓN

1. Modelo de negocio. Rol, importancia e impacto.
2. Negocios digitales. Impacto de los nuevos negocios digitales en diferentes sectores y empresas.
3. Estrategias de internacionalización.
4. Sector retail.

PUBLICACIONES MÁS RELEVANTES

1. "The Business Model: Main Conclusion and Greatest Question Mark After Half a Century of Strategic Management". Paper académico en proceso de publicación (aceptado al congreso ACEDE 2017).
2. "Digital Retail. How Customer-Centric Technology is Reshaping the Industry. IT-Enabled Digital Disruption". Capítulo de libro. Publicado en: "Design Solutions for User-Centric Information Systems". Fecha de publicación: enero 2017. ISBN: 9781522519447. DOI: 10.4018/978-1-5225-1944-7.ch001
3. "Double Irish with a Dutch Sandwich: Google and Apple in Spain". Caso para docencia publicado en The Case Center. Número de referencia: 117-0021-1. Nota para profesores (ref: 117-0021-8).

Francisco PUIG BLANCO

CATEGORÍA PROFESIONAL	Titular de Universidad	
DEPARTAMENTO	Dirección de Empresas "Juan J. Renau"	
CENTRO	Facultad de Economía	
UNIVERSIDAD	Universitat de Valencia	
DIRECCIÓN POSTAL	Facultat d'Economia, Avda Los Naranjos s/n. 46022 (Valencia)	
E-MAIL	francisco.puig@uv.es	
Nº SEXENIOS	2	
GRUPO DE INVESTIGACIÓN	GESTOR: Geoestrategia organizacional: Clusters y Competitividad (GIUV 2014-205)	

ÁREAS DE INVESTIGACIÓN

1. Modo de localización: clusters y aglomeraciones de empresas multinacionales. Clusters industriales, clusters de compatriotas y localización de las filiales.
2. Modo de entrada: el efecto del modo de localización en la estrategia de establecimiento: Greenfield, adquisición, joint-venture.
3. Efecto de las redes de base territorial (clustering) y proceso de internacionalización: velocidad y supervivencia.
4. La internacionalización en economías emergentes: China.

PUBLICACIONES MÁS RELEVANTES

1. Libro: **Puig, F.; Urzelai, B. (2018) (Eds.): Economic Clusters and Globalization: Diversity and Resilience. Routledge (Taylor and Francis Group). Ed: Routledge Taylor & Francis Group. London (United Kingdom). ISBN: 978-0-415-55206-6**
2. Paper: **Puig, F.; Gonzalez-Loureiro, M.; Ghauri, P. (2018): "Running faster and jumping higher?", *International Small Business Review*, 36(7), pp. 829-850.**
3. Paper: **Shen, Z., & Puig, F. (2018): "Spatial dependence of the FDI entry mode decision: Empirical evidence from emerging market enterprises", *Management International Review*, 58(1), 171-193.**
4. Paper: **Urzelai B., and Puig F. (2018): "Developing international social capital: The role of communities of practice and clustering", *International Business Review*, <https://doi.org/10.1016/j.ibusrev.2018.08.008>.**
5. Paper: **Puig, F., Portero, B., & González-Loureiro, M. (2017): Clustering strategy and development of subsidiaries in China. *Economia e Politica Industriale*, 44 (2), 221-243.**
6. Paper: **Shen, Z; Puig, F. & Paul, J. (2017): "Foreign Market Entry Mode Research: A Review and Research Agenda", *The International Trade Journal*, 31 (5), 429-456.**
7. Paper: **Portero, B., & Puig, F. (2016): Do public support services matter in the multilocation process in China?, *International Journal of Emerging Markets*, 11(3), 357-373.**

Marisa RAMÍREZ ALESÓN

CATEGORÍA PROFESIONAL	Catedrática de Universidad (CU)	
DEPARTAMENTO	Dirección y Organización de Empresas	
CENTRO	Facultad de Economía y Empresa.	
UNIVERSIDAD	Universidad de ZARAGOZA	
DIRECCIÓN POSTAL	GRAN VÍA, 2. 50005-ZARAGOZA	
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Nº SEXENIOS	3	
GRUPO DE INVESTIGACIÓN	COMPETE (http://compete.unizar.es/)	

ÁREAS DE INVESTIGACIÓN

1. La internacionalización de la empresa (IDE): determinantes y resultados
2. Comercio internacional (exportaciones e importaciones): determinantes, interrelaciones y resultados.
3. Otras estrategias de Crecimiento: Diversificación de Producto.
4. La innovación de la empresa y otros intangibles
5. Modelos de calidad: TQM, EFQM

PUBLICACIONES MÁS RELEVANTES

1. Ramírez-Alesón, M., & Fleta-Asín, J. (2016). Is the Importance of Location Factors Different Depending on the Degree of Development of the Country?. *Journal of International Management*, 22(1), 29-43.
2. Pastor, G., Ramírez-Alesón, M. y Espitia-Escuer, M. (2011): "Complementary Assets and Investment". *Emerging Markets Finance and Trade*, vol 47, supplement 5, pp. 25-39.
3. García-Bernal, Javier y Ramírez-Alesón, Marisa (2010): "Increasing the Organizational Performance Benefits of TQM: An Approach based on Organizational Design", *Total Quality Management & Business Excellence*, Vol 21, nº 4, pp. 363-382
4. Cañón-de-Francia, Joaquín; Garcés-Ayerbe, Concepción; Ramírez-Alesón, Marisa (2007): "Are more innovative firms less vulnerable to new environmental regulation?", *Environmental and Resource Economics*, vol 36 nº 3, pp. 295-311.
5. Delgado-Gómez, JM., Ramírez-Alesón, M. y Espitia-Escuer, M. (2004): "Intangible Resources as a Key Factor in the Internationalisation of Spanish Firms". *Journal of Economic Behavior & Organization*, Vol. 53/4, pp. 477-494.
6. Ramírez-Alesón, M. y Espitia-Escuer, M. (2002): "The Impact of Product Diversification Strategy on the Corporate Performance of Large Spanish Firms". *Spanish Economic Review*, Vol 4, nº 2, pp. 119-137.
7. Ramírez-Alesón, M. y Espitia-Escuer, M. (2001): "The Effect of International Diversification Strategy on the Performance of Spanish-Based Firms during the Period 1991-1995". *Management International Review (MIR)*, Vol. 41, 2001/3, pp. 291-315.

Alex RIALP CRIADO

CATEGORÍA PROFESIONAL	PROFESOR TITULAR UNIVERSIDAD (ACREDITADO CATEDRÁTICO POR ANECA)	
DEPARTAMENTO	DEPARTAMENT D'EMPRESA	
CENTRO	FACULTAT D'ECONOMIA I EMPRESA	
UNIVERSIDAD	UNIVERSITAT AUTÒNOMA BARCELONA	
DIRECCIÓN POSTAL	Departament d'Empresa. Edifici B, Campus UAB. 08193 Bellaterra (Cerdanyola del Vallés), Barcelona, España	
E-MAIL	Alex.Rialp@uab.cat	
Nº SEXENIOS	3	
GRUPO DE INVESTIGACIÓN	Ministerio de Economía, Industria y Competividad, project reference: ECO2017-87885-P	
Google Scholar	https://scholar.google.es/citations?user=v5mcLbQAAAAJ&hl=ca	

ÁREAS DE INVESTIGACIÓN

1. Emprendimiento internacional; nuevas empresas internacionales y/o nacidas globales
2. Negocios internacionales: internacionalización de nuevas empresas y pymes
3. Innovación tecnológica y exportación en pymes
4. Marketing internacional y redes sociales
5. Gestión del conocimiento basado en las TICs y dirección estratégica

PUBLICACIONES MÁS RELEVANTES

1. Filipescu, D.; Prashantham, S.; Rialp, A.; Rialp, J. (2013). "Technological Innovation and Exports: Unpacking their Reciprocal Causality". *Journal of International Marketing*, 21(1): 23-38.
2. Aliaga-Isla, R.; Rialp, A. (2013). "Systematic Review of Immigrant Entrepreneurship Literature: Previous Findings and Ways Forward". *Entrepreneurship and Regional Development*, 25(9-10): 819-844.
3. Nowinski, W.; Rialp, A. (2016): "The Impact of Social Networks on Perceptions of International Opportunities". *Journal of Small Business Management*, 54(2): 445-461.
4. Rialp, A.; Komochkova, K. (2017): "Innovation Strategy and Export Intensity of Chinese SMEs: the Moderating Role of Home-country Business Environment". *Asian Business and Management*, 16(3): 158-186.
5. Alarcón, M^oC; Rialp, A.; Rialp, J. (2017): "Examining the Impact of Managerial Involvement with Social Media on Exporting Firm Performance". *International Business Review*, 27(2): 355-366.
6. Freixanet, J.; Renart, G.; Rialp, A. (2018): "The Impact of Managers' Global orientation on SME Export and Economic Performance". *Management International Review*, 58(4): 571-604.
7. Ojala, A.; Evers, N.; Rialp, A. (2018): "Extending the International New Venture Phenomenon to Digital Platform Providers: A Longitudinal Case Study". *Journal of World Business*, 53(5): 725-739.

Alicia RODRÍGUEZ MÁRQUEZ

CATEGORÍA PROFESIONAL	Profesora visitante	
DEPARTAMENTO	Dpto. Ingeniería Mecánica	
CENTRO	Facultad de Ciencias Sociales y Jurídicas	
UNIVERSIDAD	Carlos III de Madrid	
DIRECCIÓN POSTAL	Calle Madrid, 126. Despacho 6.0.07. Getafe (C.P: 28903). (Madrid)	
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Nº SEXENIOS	No procede	
GRUPO DE INVESTIGACIÓN	Emprendimiento y Estrategia (uc3m)	

ÁREAS DE INVESTIGACIÓN

1. Internacionalización, en particular, estrategias de *offshoring* de I+D
2. Innovación
3. Colaboración tecnológica
4. Servicios intensivos en conocimiento
5. Competitividad empresarial

PUBLICACIONES MÁS RELEVANTES

1. Cuervo-Cazurra, A.; Nieto, M.J.; Rodríguez, A. (2018). "The impact of R&D sources on new product development: sources of funds and the diversity versus control debate". **Long Range Planning**. 51 (5), 649-665
2. Un, A. and Rodríguez, A. (2018). "Learning from R&D outsourcing vs. Learning by R&D outsourcing". **Technovation**. 72: 24-33.
3. Un, A.; Rodríguez, A. (2018). "Local and global knowledge complementarity and R&D collaborations by domestic and foreign firms". **Journal of International Management**. 24 (2), 137-152.
4. Rodríguez, A., Nieto, M.J. and Santamaría, L. (2018) "International collaboration and innovation in professional and technological knowledge-intensive services". **Industry and Innovation**. 25(4): 408-431.
5. Rodríguez, A. y Nieto, M.J. (2016) "Does R&D offshoring lead to SME growth? Different governance modes and the mediating role of innovation". **Strategic Management Journal**. 37 (8): 1734-1753.
6. Nieto, M.J. y Rodríguez, A. (2011). "Offshoring of R&D: Looking abroad to improve innovation performance", (2011). **Journal of International Business Studies**, 42 (3), 345-361.
7. Rodríguez, A. y Nieto, M.J. (2012) "The internationalization of knowledge-intensive business services: the effect of collaboration and the mediating role of innovation". **The Service Industries Journal**, 32 (7) 1057-1075.

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Nº SEXENIOS	2	
GRUPO DE INVESTIGACIÓN	Grupo de Estrategias de Crecimiento e Internacionalización (GESCRINTER)	

ÁREAS DE INVESTIGACIÓN

1. Fusiones y adquisiciones (tomas de control, fusiones, adquisiciones y combinaciones empresariales)
2. Acuerdos de cooperación y alianzas estratégicas entre empresas (formas contractuales, empresas conjuntas, redes, subcontratación, contratos a largo plazo y evolución de las alianzas).
3. Estrategia internacional (Teoría de la Internalización, conocimiento tácito).
4. Desarrollo corporativo de las empresas de sectores regulados (riesgo político, Discrecionalidad gubernamental, Estabilidad política, Sectores regulados, Capacidades políticas).
5. Multinacionales de países emergentes (empresas multinacionales de países emergentes, internacionalización acelerada, global challengers)

PUBLICACIONES MÁS RELEVANTES

1. García-Canal, E., Valdés-Llaneza, A. y Sánchez-Lorda, P. (2014): "Contractual form in repeated alliances with the same partner: The role of inter-organizational routines", *Scandinavian Journal of Management*, 30 (1), pp. 51-64.
2. García-Canal, E y Sánchez-Lorda, P. (2013): "Political hazards, opportunism and the stock market reaction to the international expansion of telecom firms", *European Journal of International Management*, 7 (6), pp. 719-741.
3. García-Canal, E., Valdés-Llaneza, A. y Sánchez-Lorda, P. (2013): "Ámbito de la cooperación y forma de gobierno de las alianzas tecnológicas", *Business Research Quarterly*, 16 (2), pp. 71-82.
4. García-Canal, E., Valdés-Llaneza, A. y Sánchez-Lorda, P. (2008): "Technological flows and the choice of joint ventures in technology alliances", *Research Policy*, 37, pp. 97-114.
5. García-Canal, E y Sánchez-Lorda, P. (2007): "One more only if it is one of us. The number of partners and the stock market reaction to domestic and international alliance formation in EU telecom firms", *International Business Review*, 7 (6), pp. 719-741.

Sonia María SUÁREZ ORTEGA

CATEGORÍA PROFESIONAL	Profesora Titular de Universidad	
DEPARTAMENTO	Economía y Dirección de Empresas	
CENTRO	Facultad de Economía, Empresa y Turismo	
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Nº SEXENIOS	1	
GRUPO DE INVESTIGACIÓN	Estrategia y Negocios internacionales	

ÁREAS DE INVESTIGACIÓN

1. Internacionalización de las PYMES
2. Conocimiento para la entrada en mercados en desarrollo

PUBLICACIONES MÁS RELEVANTES

1. Suárez-Ortega, S.M.; García-Cabrera, A.M.; Knight, G.A. (2016). Knowledge acquisition for SMEs first entering developing economies: Evidence from Senegal. *Revista Europea de Dirección y Economía de la Empresa*, 25, 1, 22-35.
2. García-Cabrera, A.M.; Suárez-Ortega, S.M.; Durán-Herrera, J.J. (2016). Multinational corporations, co-evolution, and sustainable tourism in Africa. *European Journal of Tourism Research*, 13, 23-42
3. Rialp Criado, A.; Galván Sánchez, I., Suárez Ortega, S.M. (2010). Configuration-holistic Approach to Born Global Firms' Strategy Formation Process. *European Management Journal*, 28, 10-123.
4. Olivares Mesa, A.; Suárez Ortega, S.M. (2007). El proceso exportador de las empresas manufactureras españolas: aplicación del análisis de supervivencia. *Revista Europea de Dirección y Economía de la Empresa*, 16, 1, 89-98.
5. Suárez-Ortega, S. M., & Álamo-Vera, F. R. (2005). SMES'internationalization: firms and managerial factors. *International Journal of Entrepreneurial Behavior & Research*, 11 (4), 258-279.
6. Suárez-Ortega, S.M. (2003). Export Barriers Insights from Small and Medium-Sized Firms. *International Small Business Journal*, 21,4, 403-419.
7. García-Falcón, J. M., Álamo-Vera, F. R., & Suárez-Ortega, S. M. (2002). Determinantes organizativos y directivos de la actividad exportadora: Evidencia empírica en el sector vitivinícola español. *Cuadernos de Economía y Dirección de la Empresa*, 13, 519-544.

Ana VALDÉS LLANEZA

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GRUPO DE INVESTIGACIÓN	GESCRINTER	

ÁREAS DE INVESTIGACIÓN

1. Acuerdos de cooperación y Alianzas estratégicas entre empresas.
2. Empresas conjuntas. Evolución y rendimiento de las alianzas. Regularidades empíricas en la formación de alianzas. Elección de la forma contractual. Alianzas tecnológicas.
3. Estrategia internacional.
4. El papel de las alianzas en la internacionalización de las empresas. Modos de entrada en nuevos países. Regularidades empíricas en la internacionalización de la empresa española.

PUBLICACIONES MÁS RELEVANTES

1. "Effectiveness of dyadic and multi-party joint ventures" (con África Ariño y Esteban García-Canal). *Organization Studies*, vol. 24, nº 5, pp. 743-770, 2003.
2. "Technological flows and the choice of joint ventures in technology alliances", (con Esteban García-Canal y Pablo Sánchez-Lorda). *Research Policy*, vol. 37, pp. 97-114, 2008.
3. "Accelerating International Expansion through Global Alliances: A Typology of Cooperative Strategies " (con Esteban García-Canal, Cristina López-Duarte y Josep Rialp). *Journal of World Business*, vol. 37, pp. 91-107, 2002.
4. "Direct competition, number of partners and the longevity of stakes in joint ventures" (con Esteban García-Canal). *Management International Review*, vol. 46, nº3, pp. 307-326, 2006.
5. "Contractual form in repeated alliances with the same partner: The role of interorganizational routines" (con Esteban García-Canal y Pablo Sánchez-Lorda). *Scandinavian Journal of Management*, vol. 30, nº1, pp. 51-64, 2014.
6. "Ámbito de la cooperación y forma de gobierno de las alianzas tecnológicas" (con Esteban García-Canal y Pablo Sánchez-Lorda). *Cuadernos de Economía y Dirección de la Empresa*, vol. 16, nº2, pp. 71-82, 2013.
7. "The devil you know? a review of the literature on the impact of prior ties on strategic alliances" (con Esteban García-Canal). *Management Research*, vol. 13, nº3, pp. 334-358, 2015.

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DEPARTAMENTO	ECONOMÍA DE LA EMPRESA	
CENTRO	FACULTAR DE CIENCIAS SOCIALES Y JURÍDICAS	
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Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN		

ÁREAS DE INVESTIGACIÓN

1. Proceso de internacionalización de PYMES y empresas familiares
2. Detonantes internacionalización de PYMES y empresas familiares

Marta M. VIDAL SUÁREZ

CATEGORÍA PROFESIONAL	PROFESOR TITULAR DE UNIVERSIDAD	
DEPARTAMENTO	ADMINISTRACIÓN DE EMPRESAS	
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GRUPO DE INVESTIGACIÓN		

ÁREAS DE INVESTIGACIÓN

1. Análisis de los procesos de internacionalización empresarial
2. Identificación de pautas de efectiva utilización de diferentes fórmulas de inversión
3. Influencia de la distancia institucional en los procesos de inversión exterior
4. Alianzas como medio para la internacionalización

PUBLICACIONES MÁS RELEVANTES

1. CRISTINA LÓPEZ DUARTE, MIGUEL GONZALEZ LOUREIRO, MARTA Mª VIDAL SUÁREZ, BELÉN GONZÁLEZ DÍAZ (2016): International strategic alliances and national culture: mapping the field and developing a research agenda, **Journal of World Business**, doi:10.1016/j.jwb.2016.05.001
2. CRISTINA LÓPEZ DUARTE, MARTA Mª VIDAL SUÁREZ, BELÉN GONZÁLEZ DÍAZ (2015): International business and cultural distance. A literature review and research agenda: **International Journal of Management Reviews**, doi: 10.1111/ijmr.12070.
3. CRISTINA LÓPEZ DUARTE, MARTA Mª VIDAL SUÁREZ, BELEN GONZALEZ DIAZ (2015): Impact of cultural positions on FDI's entry mode: **Cross Cultural Management, An International Journal** Volumen: 22/3; pp. 509-526.
4. CRISTINA LÓPEZ DUARTE y MARTA Mª VIDAL SUÁREZ (2013): Cultural distance and the choice between joint ventures and wholly owned subsidiaries: **Journal of Business Research**, Volumen: 66/11; pp. 2252-2261
5. CRISTINA LÓPEZ DUARTE y MARTA Mª VIDAL SUÁREZ (2013): Language distance and international acquisitions —a Transaction Cost Approach: **International Journal of Cross Cultural Management**, Volumen: 13/1; pp. 47-63.
6. CRISTINA LÓPEZ DUARTE y MARTA Mª VIDAL SUÁREZ (2010): External uncertainty and entry mode choice: cultural distance, political risk and language diversity: **International Business Review**, Volumen: 19/6, pp. 575-588

Cristina VILLAR GARCÍA

CATEGORÍA PROFESIONAL	Profesora Contratada Dr. Int	
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CENTRO	Facultad de Economía	
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Nº SEXENIOS		
GRUPO DE INVESTIGACIÓN	INGLOBEST-Internacionalización, globalización y estrategia de la empresa	

ÁREAS DE INVESTIGACIÓN

1. Estrategia de internacionalización en multinacionales y pymes: modos de entrada, localización, expansión interregional
2. Innovación y aprendizaje organizativo en la empresa internacional

PUBLICACIONES MÁS RELEVANTES

1. Villar, C., Alegre, J. y Pla-Barber, J. (2014) Exploring the role of knowledge management practices on exports: A dynamic capabilities view. *International Business Review* 23 (1), 38-44
2. Villar, C., Pla-Barber, J., León-Darder, F. (2012). Service characteristics as moderators of the entry mode choice: empirical evidence in the hotel industry. *The Service Industries Journal* 32 (7), 1137-1148
3. Alegre, J., Pla-Barber, J., Chiva, R., y Villar, C. (2012). Organisational learning capability, product innovation performance and export intensity. *Technology Analysis & Strategic Management* 24 (5), 511-526
4. Pla-Barber, J., C Villar, León-Darder, F. (2014). Augmenting versus exploiting entry modes in soft services: reconsidering the role of experiential knowledge. *International Marketing Review* 31 (6), 621
5. Pla-Barber, J., Villar, C., y Dasí, A. (2014). La filial trampolín: una innovación organizativa en la empresa multinacional. *Economía industrial*, 105-114
6. Villar, C., Pla-Barber, J., y Alegre, J. (2012). Unravelling the moderating effects of size and experience on product innovations and exports: a study in a medium knowledge-intensive industry. *Technology Analysis & Strategic Management* 24 (2), 219-238