The Future of Global Business

A Reader

Michael R. Czinkota

McDonough School of Business, Georgetown University and the University of Birmingham, U.K.

Masaaki Kotabe

Institute of Global Management, Temple University, Philadelphia, P.A.

Ilkka A. Ronkainen

McDonough School of Business, Georgetown University, Washington, D.C.

Routledge

ffi Taylor & Francis Group

NEW YORK AND LONDON

mdHbrnw mm-M,

H £ | • LIECHTENSTEIN
Bibliotheft

Table of Contents

About the Editors		
1.	Role of Research in International Marketing	1
1.1	Czinkota, Michael R. and Ilkka A. Ronkainen, "An	
,	International Marketing Manifesto," Journal of International	
	Marketing 11,1, 2003, 13-27.	3
1.2	Czinkota, Michael R. and A. Coskun Samli, "The	
	Remarkable Performance of International Marketing in	
	the Second Half of the 20th Century," European Business	
	Review, 19, 4, 2007, 316-331.	21
1.3	Czinkota, Michael R., "Freedom and International Marketing: Janis Joplin's Candidacy as Patron of the Field," <i>Thunderbird International Business Review</i> , January-February 2005, 1-13.	44
	international Districts Review, validary Teoraary 2005, 1 15.	•
1.4	Czinkota, Michael R., "Academic Freedom for All in Higher	
	Education: The Role of the General Agreement on Trade in	
	Services," Journal of World Business, 41,2, 2006, 149-160.	58
1.5	Czinkota, Michael R., "International Information Cross-	
	Fertilization in Marketing: An Empirical Assessment,"	
	European Journal of Marketing, 34, 15, 2000, 1305-1314.	
	Winner, Article of the Year Award.	83

1.6	Czinkota, Michael R. and Ilkka A. Ronkainen, "Trends and Indications in International Business: Topics for Future Research," <i>Management International Review</i> , April 2009.	96
1.7	Kotabe, Masaaki and Crystal X. Jiang, "Contemporary Research Trends in International Marketing: The 2000s," in Alan Rugman, ed., <i>Oxford Handbook of International Business</i> , 2nd ed., Oxford: Oxford University Press, 2008, 447-501.	119
2. 2.1	Competition from Emerging Markets Malik, Omar R. and Masaaki Kotabe, "Dynamic Capabilities, Government Policies, and Performance in Firms from Emerging Economies: Evidence from India and Pakistan," Journal of Management Studies, 2009.	193
2.2	Gao, Gerald Y, Janet Y. Murray, Masaaki Kotabe, and Jiangyong Lu, "A 'Strategy Tripod' Perspective on Export Behaviors: Evidence from Domestic and Foreign Firms Based in an Emerging Economy," <i>Journal of International Business Studies</i> , 39, 2009.	239
2.3	Aulakh, Preet S., Masaaki Kotabe, and Hildy Teegen, "Export Strategies and Performance of Firms from Emerging Economies: Evidence from Brazil, Chile, and Mexico," <i>Academy of Management Journal</i> , 43 (3), 2000, 342-361.	279
2.4	Aulakh, Preet S. and Masaaki Kotabe, "Institutional Changes and Organizational Transformation in Developing Economies," <i>Journal of International Management</i> , 14 (September), 2008, 209-216.	322
3. 3.1	Marketing Mix Dimofte, Claudiu V., Johny K. Johansson, and Ilkka A. Ronkainen, "Cognitive and Affective Reactions of U.S. Consumers to Global Brands," <i>Journal of International</i>	341
	Marketing; 16,4, December 2008.	343

"'<£"£-' Contents ix

3.2	Czinkota, Michael R. and Masaaki Kotabe, "Entering the Japanese Market: A Reassessment of Foreign Firms' Entry and Distribution Strategies," <i>Industrial Marketing Management</i> , 29, November 2000, 483-491.	372
3.3	Swan, K. Scott, Masaaki Kotabe, and Brent B. Allred, "Exploring Robust Design Capabilities, Their Role in Creating Global Products, and Their Relationship to Firm Performance," <i>Journal of Product Innovation Management</i> , 22, 2, March 2005, 144-164.	388
3.4	Clark, Terry, Masaaki Kotabe, and Dan Rajaratnam, "Exchange Rate Pass-Through and International Pricing Strategy: A Conceptual Framework and Research Propositions," <i>Journal of International Business Studies</i> , 30, Second Quarter, 1999, 249-268.	432
	Genctiirk, Esra F. and Masaaki Kotabe, "The Effect of Export Assistance Program Usage on Export Performance: A Contingency Explanation," <i>Journal of International Marketing</i> , 9, 2, 2001, 51-72.	459
4. 4.1	Global Sourcing and Supply Chain Management Czinkota, Michael R., "An Analysis of the Global Position	487
	of U.S. Manufacturing," <i>Thunderbird International Business Review</i> , October 2003: 505-519.	489
		489 504
4.2	Review, October 2003: 505-519. Kotabe, Masaaki, Michael J. Mol, and Sonia Ketkar, "An Evolutionary Stage Model of Outsourcing and Competence Destruction: A Triad Comparison of the Consumer Electronics Industry," Management International Review,	

Contents

i		Evidence from Foreign Firms Operating in China," Journal	
,	of Internation	onal Business Studies, 36, 2, March 2005,	
•		187-208.	568
;	5.	Emerging Issues	615
]	5.1		
i		and John Steen, "Positioning Terrorism in Management and	
i	Marketing:	Research Propositions" Journal of International Management, 11, 2005, 581-604.	617
!	5.2	Czinkota, Michael R., David A. Grossman, Rajshekhar	
i		G. Javalgi, and Nicholas Nugent, "Foreign Market Entry	
!		Mode of Service Firms: The Case of U.S. MBA Programs,"	
		Journal of World Business, forthcoming.	655
i	5.3	Czinkota, Michael R., "How Government Can Help	
j i		Increase U.S. Export Performance: Testimony Before the	
i		House Committee on Small Business."	688
	5.4	Kotabe, Masaaki and Crystal X. Jiang, "Three Dimensional: The Markets of Japan, Korea, and China are Far from Homogeneous," <i>Marketing Management</i> , 15, 2, 2006,	
		39-43.	697
	5.5	Kotabe, Masaaki, Srini S. Srinivasan, and Preet S. Aulakh, "Multinationality and Firm Performance: The Moderating Role of R&D and Marketing Capabilities," <i>Journal of</i>	
		International Business Studies, 33, 1, 2002, 79-97.	709
	Ind	ex .	734
	11100		

The Future of Global Business: A Reader Edited by Michael R. Czinkota and Ilkka A. Ronkainen

Global Business: Positioning Ventures Ahead Michael R. Czinkota and Ilkka A. Ronkainen

This list matches the chapters in Global Business: Positioning Ventures Ahead with the readings found in this book.

Chapter 1: The Global Imperative

- 1.1 Czinkota, Michael R. and Ilkka K. Ronkainen, "An International Marketing Manifesto"
- 1.2 Czinkota, Michael R. and J. Samli "The Remarkable Performance of International Marketing in the Second Half of the 20th Century"

Chapter 2: Establishing the Context

- 2.1 Malik, Omar R. and Masaaki Kotabe, "Dynamic Capabilities, Government Policies, and Performance in Firms from Emerging Economies: Evidence from India and Pakistan"
- 2.3 Aulakh, Preet S., Masaaki Kotabe, and Hildy Teegen, "Export Strategies and Performance of Firms from Emerging Economies: Evidence from Brazil, Chile, and Mexico"
- 2.4 Aulakh, Preet S. and Masaaki Kotabe, "Institutional Changes and Organizational Transformation in Developing Economies"
- 3.5 Genctiirk, Esra F. and Masaaki Kotabe, "The Effect of Export Assistance Program Usage on Export Performance: A Contingency Explanation"

Chapter 3: Doing Your Homework on Global Markets

1.5 Czinkota, Michael R., "International Information Cross-Fertilization in Marketing: An Empirical Assessment"

- 1.7 Kotabe, Masaaki and Crystal Jiang, "Contemporary Research Trends in International Marketing: The 2000s"
- 5.3 Czinkota, Michael R., "How Government Can Help Increase U.S. Export Performance; Testimony Before the House Committee; on Small Business"

Chapter 4: Getting There with Customers and Suppliers

- 3.2 Czinkota, Michael R. and Masaaki Kotabe, "Entering the Japanese Market: A Reassessment of Foreign Firms' Entry and Distribution Strategies"
- 3.3 Swan, K. Scott, Masaaki Kotabe, and Brent Allred, "Exploring Robust Design Capabilities, Their Role in Creating Global Products, and Their Relationship to Firm Performance"
- 4.3 Kotabe, Masaaki, Michael J. Mol, and Janet Y. Murray, "Outsourcing, Performance, and the Role of E-Commerce: A Dynamic Perspective"

Chapter 5: Creating a Global Presence

- 2.2 Gao, Gerald Y, Janet Y. Murray, Masaaki Kotabe, and Jiangyong Lu, "A 'Strategy Tripod' Perspective on Export Behaviors: Evidence from Domestic and Foreign Firms Based in an Emerging Economy"
- 4.1 Czinkota, Michael R., "An Analysis of the Global Position of U.S. Manufacturing"
- 4.4 Murray, Janet Y, Masaaki Kotabe, Joe Nan Zhou, "Strategic Alliance-Based Saurcing and Market Performance: Evidence from Foreign Firms Operating in China"
- 5.2 Czinkota, Michael R., David A. Grossman, Rajshekhar (Raj) G. Javalgi, Nicholas Nugent, "Foreign Market Entry Mode of Service Firms: The Case of U.S. MBA Programs"

Chapter 6: Making Communication Happen

1.3 Czinkota, Michael R., "Freedom and International Marketing: Janis Joplin's Candidacy as Patron of the Field"

Chapter 7: Negotiating Cultural Chasms

5.1 Czinkota, Michael R., Gary A. Knight, Peter W. Liesch, and John Steen, "Positioning Terrorism in Management and Marketing: Research Propositions"

Chapter 8: Positioning the Product and Brand

- 1.4 Czinkota, Michael R., "Academic Freedom For All in Higher Education: The Role of the General Agreement on Trade in Services"
- 3.1 Dimofte, Claudiu V., Johny K. Johansson, and Ilkka A. Ronkainen, "Cognitive and Affective Reactions of U.S. Consumers to Global Brands"
- 5.4 Kotabe, Masaaki and Crystal X. Jiang, "Three Dimensional: The Markets of Japan, Korea, and China are Far from Homogeneous"
- 5.5 Kotabe, Masaaki, Srini S. Srinivasan, and Preet S. Aulakh, "Multinationality and Firm Performance: The Moderating Role of R&D and Marketing Capabilities"

Chapter 9: Making Money

- 3.4 Clark, Terry, Masaaki Kotabe, and Dan Rajaratnam, "Exchange Rate Pass-Through and International Pricing Strategy: A Conceptual Framework and Research Propositions"
- 4.2 Kotabe, Masaaki, Michael J. Mol, and Sonia Ketkar, "An Evolutionary Stage Model of Outsourcing and Competence Destruction: A Triad Comparison of the Consumer Electronics Industry"

Chapter 10: Discovering and Using Trends in International Business

1.6 Czinkota, Michael R. and Ilkka A. Ronkainen, "Trends and Indications in International Business: Topics for Future Research"