Index

Aaker, David A
  brand architecture 261, 262, 277
  brand assets and liabilities, five categories of 428
  brand equity 280, 427
  brand familiarity 285
  strategic alliance attributes
    management preferences 112
Abell, Derek F 325
Abu-Ismail, F 5
Adler, Nancy J 406
administration see management; research administration
advertising
  background 294–5
  conditions for theoretical advancement 302–4
  need for stronger theoretical framework 304–5
  standardization historical foundations 295–7
  standardization theoretical critique 297–302
Agarwal, Madhr 19, 294
Agarwal, Sanjeev 91, 92, 94, 161
Agnoli, Franca 229
Aharoni, Yair 69, 73, 74
Ahmed, A 21
Ahmed, Sadruddin A
  COO effect 460
  COO synthesis 462, 463, 464–5, 466–7, 468
  marketing management research review 10
  PCI research 420, 423
Akaah, Ishmael 31, 469
Akmajian, Adrian 234
Al-Motawa, A 21
Albaum, Gerald 4, 15, 209, 210
Alden, Dana L 209, 420, 460
Alexander, J 19
Ali, M 14
alliance, strategic see strategic alliance
Allias Paradox, experimental economics 191–2
Alpert, Mark I 323
Ambler, Tim 447–8
Amburgey, Terry L 66
analysis
  foreign market entry modes 157–8
  measurement, market orientation/learning orientation/innovativeness 48
  multi-sample confirmatory factor analysis, consumer research 184
  transaction cost, foreign market entry and 134–5, 136–7, 141–3, 145–6
Andersen, Otto 18, 58, 153
Anderson, Benedict 217
Anderson, Erin
  foreign market entry modes 150, 156, 161
  foreign market entry political economy explanation 135, 136, 137, 141
  multinational regionalization 91, 92
Anderson, James C 47, 135
Anderson, Paul F 294, 297
anomaly, economic experiments addressing 204
anonymity, experimental economics and 196
architecture, brand see brand architecture
Armstrong, J Scott 46, 421
Arthur, Brian 326
Arunthanes, W 13
Asakawa, Kazuhiro 83
assessment value, by consumer, COO synthesis and 465–7
assets, brand, Aaker’s five categories of 428

477
assortment
evaluation, global scorecard creation and benchmarking 442
execution, global scorecard creation and benchmarking 442
planning, global scorecard creation and benchmarking 441
Astous, A d’ see d’Astous, A
Athaide, G A 13
Atkinson, Philip 447
Aulakh, Preet S
consumer research measurement problems 176
culture theory 209
foreign market entry modes 151
marketing management research review 4, 20
product strategies 245
authorship see publication
Aveni, R A D’ see D’Aveni, R A
Avery, Susan 447
Axinn, C N 13
Ayal, Igal 16, 249, 385
Bacharach, Samuel B 211, 212
Bagozzi, Richard P 47, 175, 179
Bailey, William 468
Bain, Joseph 316
Baker, M 5, 43–4
Baker, William E 42–3, 52, 53, 178
Balabanis, G 21
Balaji, R K 24
Balasubramanian, Sridhar 396
Bane, P William 324
bargaining power (BP) theory, foreign market entry and 135–6, 137–9, 143
Bari, A A 296
Barker, R T 24
Barker III, Vincent L 66
Barnes M L 296
Barnett, W P 66
Barr, Pamela S 63, 64, 65, 70
Barths, Robert 294, 297
Bartholomew, Susan 406
Bartlett, Christopher A 251, 275
Barwise, Patrick 261
Bashaw, R Edward 209
Bass, M Frank 379, 398, 400, 458
Bass Diffusion Model, global diffusion models 379–80, 382
Batra, R 460
Baudot, B 19
Baughn, Christopher C 405, 424
Baumgarner, Gary 460
Baumgartner, H 175, 176, 179, 184
Bazerman, Max 204
Beamish, Paul W 4, 58
Beckett-Camarata, J E 24
behaviour
consumer, marketing management research review 5–8
organizational buying, marketing management research review 5
Bello, Daniel C 21, 209
benchmarking, global scorecard creation and 441–43
Benedict, Ruth F 213
Benito, G R G 58, 149, 156
Bentler, Peter M 47
Bernardi, Bernardo 214, 215
bias
cross-cultural, consumer research and 181–2
non-response, assessment, foreign market entry 140
Bidney, David 216
Biljana, Juric 420
Bilkey, Warren J
COO effect 460
foreign market entry modes 153
PCI research 405, 406, 423, 424
Birkinshaw, Julian 58
Bjorkman, I 10
Bodewyn, Jean J 4, 210, 406
Bollen, Kenneth A 47
Bond, Michael 196
Bonnel, Victoria E 216
Bontempo, R N 205
Booth, Laurence D 407
Botschen, G 460
Bourdieu, Pierre 214, 217, 219, 222
Bourk, Margie 420
Bowen, Michael G 73
BP see bargaining power (BP) theory
Bradley, M F 4
brand
see also brand name; brand strength
assets and liabilities, Aaker’s five categories of 428
brand architecture
brand strength and marketing strategy 261–2
branding emphasis and 262–3
branding structure 263–4
branding structure typology 268–9
consumer goods executives study 264
corporate-dominant branding strategy 269–70
dynamics of 269, 276
evolution of 271–2
firm 265
firm-specific drivers of 275
future research 273–7
geographic scope 266–7
hybrid branding strategies 270–71
management of 276–7
organizational level 265–6
patterns of, understanding 272–4
product scope 267–8
product-dominant branding strategy 270
brand emphasis
see also brand strength
branding architecture and 262–3
corporate 265
product business level 266
product level, brand architecture and 266
brand equity
defined (Aaker) 427
‘familiarity’ affecting 279–80
‘familiarity’ linked to ‘global’ 282
familiarity versus esteem 283–4, 292
international branding and 262
Landor data (1990 and 1999) 284–6
Landor 1990 data, results 286–7
Landor 1999 data, expectations 287–8
Landor 1999 data, results 288–92
measuring 280–81
brand esteem
affected by brand familiarity 279–80
brand familiarity versus 283–4, 292
brand extension, brand strength and 272
brand familiarity
brand esteem affected by 279–80
brand esteem versus 283–4, 292
‘global’ brand equity and 282
brand name
evaluation by Chinese speakers 237
evaluation in phonographic and logographic language systems 234–8
brand strategy
see also brand structure
corporate-dominant 269–70
hybrid 270–71
product-dominant 270
brand strength
see also brand emphasis
brand extension and 272
factors weighed for index of 281
marketing strategy and 261–2
brand structure
see also brand strategy
brand architecture and 263–4
corporate-dominant branding 269–70
typology 268–9
Brandeis, Louis D 366
branding country, COO effect and 463–5
Brendan, J G 14
Brigham, Eugene F 446
Brodowsky, Glen H 8, 420, 468–9
Brooks, Geoffrey R 324
Brouters, Keith D 14, 24, 92
Brouters, Lance Eliot 14, 24, 92
Brown, David L 296
Brown, James 203
Browning, J M 25
Bruning, Edward R 420
Brunner, James F 423
Buchan, Nancy R 201, 203, 374
Buckley, Peter J 11, 15, 154
Burgelman, Robert A 68, 71, 73, 74
Burns, Margaret M 405
Busbia, C 25
business
see also company; e-commerce
characteristics, product strategies and 254–5
collaboration, global scorecard and 434–8
corporate branding 265
corporate-dominant branding 269–70
product brand endorsement 271–2
<table>
<thead>
<tr>
<th>Business (continued)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>product business level brand emphasis 266</td>
<td>Cazorla, L 11</td>
</tr>
<tr>
<td>business scorecard balanced 445–7</td>
<td>Chamberlin, 193</td>
</tr>
<tr>
<td><em>Business Tokyo</em> 128</td>
<td>Chan, D K S 420</td>
</tr>
<tr>
<td>Butler, 349</td>
<td>Chandra, Aruna 302</td>
</tr>
<tr>
<td>buyer concentration, global e-commerce and 322</td>
<td>Chang, Sea-Jin 153</td>
</tr>
<tr>
<td>Buzzell, Robert D 248, 296</td>
<td>Chao, C 15</td>
</tr>
<tr>
<td>Byron, Peter 405</td>
<td>Chao, D S 19</td>
</tr>
<tr>
<td>Calantone, R J 21, 177</td>
<td>Chao, Paul</td>
</tr>
<tr>
<td>Calof, J L 14, 58</td>
<td>COO effect 460</td>
</tr>
<tr>
<td>Calvet, A L 250</td>
<td>COO synthesis 462, 464, 465, 466, 467</td>
</tr>
<tr>
<td>Camarata, J E Beckett-see Beckett-Camarata, J E</td>
<td>marketing management research review 7</td>
</tr>
<tr>
<td>Camarata, M 24</td>
<td>PCI research 420</td>
</tr>
<tr>
<td>Camerer, Colin F</td>
<td>Chao, Yuan-Ren 230</td>
</tr>
<tr>
<td>anomaly-addressing experiments 200</td>
<td>characteristics</td>
</tr>
<tr>
<td>controlling for currency effects 197</td>
<td>see also trait</td>
</tr>
<tr>
<td>experimental design 194</td>
<td>business, product strategies and 254–5</td>
</tr>
<tr>
<td>experimental economics 193</td>
<td>host-country, multinational regionalization 92–3</td>
</tr>
<tr>
<td>experimental economics limits and potential 205–6</td>
<td>industry, product strategies and 255–6</td>
</tr>
<tr>
<td>policy testbedding 204</td>
<td>industry structural, profitability and 316–21</td>
</tr>
<tr>
<td>risk aversion, theory-addressing 198–9</td>
<td>market, product strategies and 253–4</td>
</tr>
<tr>
<td>Cameron, Lisa 205</td>
<td>Chawla, Sudhir K 463, 469</td>
</tr>
<tr>
<td>Cameron, Ross C 463, 466</td>
<td>Chen, G 15</td>
</tr>
<tr>
<td>Camino, D 11</td>
<td>Chen, Homin 15, 154</td>
</tr>
<tr>
<td>Cantwell, J 154</td>
<td>Chen Tain-Jy 154</td>
</tr>
<tr>
<td>Carpano, Claudio 246</td>
<td>Cheung, Gordon W H 223</td>
</tr>
<tr>
<td>Carr, C 23</td>
<td><em>Chief Executive</em> 353–4</td>
</tr>
<tr>
<td>Carruthers, Michael 222</td>
<td>Choi, C J 19, 26</td>
</tr>
<tr>
<td>Carstairs, R T 151</td>
<td>Chowdhury, J 26</td>
</tr>
<tr>
<td>Casseres, Benjamin Gomes-see Gomes-Casseres, Benjamin</td>
<td>Chrisman, James J 246, 327</td>
</tr>
<tr>
<td>Casson, Mark 11, 15, 154</td>
<td>Chryssohooidis, G M 13</td>
</tr>
<tr>
<td>categorization, linguistic effects on consumer behaviour 229–34, 238</td>
<td>Cicic, M 14</td>
</tr>
<tr>
<td>Caves, Richard E 135, 152, 54, 159</td>
<td>Clark, Bruce H 448</td>
</tr>
<tr>
<td>Cavusgil, S Tamer</td>
<td>Clark, Terry 20, 210–11, 218, 223</td>
</tr>
<tr>
<td>advertising standardization 298, 299, 301, 302, 303</td>
<td>Clark, W A V 63</td>
</tr>
<tr>
<td>foreign market entry modes 153</td>
<td>classifier</td>
</tr>
<tr>
<td>marketing management research review 4, 20, 21</td>
<td>defined 230</td>
</tr>
<tr>
<td>PCI research 404, 421</td>
<td>evaluation and 232–4, 238</td>
</tr>
<tr>
<td>product strategies 246</td>
<td>evaluation and, associated object stimuli 232</td>
</tr>
<tr>
<td></td>
<td>categorization and 230–2, 238</td>
</tr>
<tr>
<td></td>
<td>Cline, William R 466</td>
</tr>
<tr>
<td></td>
<td>clusters, strategic alliance management preferences 118–23</td>
</tr>
</tbody>
</table>
collaboration, business, global
scorecard and 434–8
Collier, D A 23
Collins, M 7
Comer, 348
company
see also business; multinational
regionalization
firm-specific drivers of brand
architecture 275
partner firm contribution part worth
correlations 111
competitive forces
five competitive forces (Porter) 316
five-forces model (Porter) 316, 321,
322
industry profitability and 317, 318–20
competitive strategy
global e-commerce and 326–7
marketing management research
review 22–3
minimum efficient scale and 330
competitiveness, partner, strategic
alliance management preferences
102
competitor numbers, global
e-commerce and 323–5
complementarity, strategic alliance
management preferences 110
conference paper see publication
construct equivalence, consumer
research 178–9
consumer
customer relationship management
systems (CRM), global marketing
and sales scorecard and 455
see also efficient consumer response
(ECR) organization
information, global marketing and
358–60
stereotype influence of, COO
synthesis and 467–9
value assessment by, COO synthesis
and 465–7
consumer behaviour
see also behaviour
brand name evaluation by Chinese
speakers 237
categorization and classifiers 230–2,
238
classifier, defined 230
classifiers and associated object
stimuli 232
culture and 228
evaluation and classifiers 232–4,
238
language and 228–9, 238–41
language structure effects on
perception, categorization and
evaluation 229–34
marketing management research
review 5–8
name evaluation in phonographic
and logographic systems 234–8
consumer goods, executives study,
brand architecture and 264
consumer research
construct equivalence 178–9
coping mechanisms 182–3
cross-cultural bias 181–2
data collection and research
administration equivalence 180–81
decentred scales 185–6
future research 186–8
LISREL 183, 184
measure equivalence 179–80
measurement problems 175–7
multi-sample confirmatory factor
analysis 184
problem umbrella 177–8
reliability 181
sampling difficulties 182
SEM technique extension 184–5
structural equations modelling
183–4
Contractor, Farok J 4, 102
controls, experimental economics
cross-country 196
currency effects 197
experimenter effects 197–8
language effects 197
subject pool equivalency 197
COO effect see country-of-origin
(COO) effect
Cordell, V 466, 467, 468
Cornejo, O 296
Coughlan, Anne T 135, 137, 141, 161,
162
country
branding, COO effect and 463–5
country (continued)
cross-, controls, experimental
economics 196
home and host, cultural distance
between 91–2
host-, characteristics, multinational
regionalization 92–3
host-, supremacy, multinational
regionalization 87
manufacturing, COO effect and
462–64
country of origin, marketing
management research review 8–10
country-of-origin (COO) effect
background 458–9
branding country 463–5
customers’ stereotype influence
467–9
framework 461–3
future research 469–71
literature review 459–61
manufacturing country 462–63
product evaluation and 469
value assessment by consumer 465–7
Court, David C 261, 269
Coviello, N 16
Craig, C Samuel
brand architecture 264, 273, 275
competitive strategy in global
e-commerce 326
construct equivalence 178–9
consumer research measurement
problems 175, 186, 187
cross-cultural bias 181–2
culture theory 223
data collection and research
administration equivalence 181
decentred scales 185–6
global diffusion models 386
international market withdrawal
dynamics 57, 71
marketing management research
review 4, 22, 27, 28
measure equivalence 180
measurement equivalence 176
PCI research 405, 406, 407, 424
Crane, Diane 212, 213, 215
Crick, Dave 58
Crosby, Lawrence A 455
Croson, Rachel T A
anomaly-addressing experiments
201, 203
experiment incentives 196
experiment instructions 195
experimental economics limits and
potential 205
policy testbedding 204
Cullen, J B 24
Culnan, Mary J 365
culture
consumer behaviour and 228
cross-, bias and consumer research
181–2
distance between home and host
countries 91–2
idealist–superorganic view of 221
realist–organic view of 222
culture theory
culture as bounded 217–219
culture as cognition 215–17
culture as coherent and unified
212–13
culture as immutable 214–15
definitions 211–12
development directions 219–23
Hofstede’s value paradigm
209–10
Triandis’ trait theory 210
Cundiff, E W 468
Cunningham, G M 26
Cunningham, M H 23, 24
currency effects controls, experimental
economics 197
customer see consumer
Cyert, Richard M 152
Czinkota, Michael R 9, 14, 153
Dalli, D 14
Daniels, John D 83, 84, 93, 161
Darley, William K 9
Darling, John R 408, 420, 423
d’Astous, Alain
COO effect 460
COO synthesis 462, 463, 464–5,
466–7, 468
marketing management research
review 10
PCI research 420, 423
data, Landor, global brands 284–92
data collection
Index 483

equivalence, consumer research 180–81
foreign market entry 140
data privacy
European Union 369
implications for international marketing 369–75
key aspects 360–64
relevance for international markets 364–5
United States of America 365–8
D'Aveni, R A 66
Davidson, William H 148, 152, 165, 249
Davis, Charlene J 303
Davis, H L 181
Dawar, Niraj 7, 8
Dawes, Robyn M 203
de Pineres, Sheila A G 468
de Tocqueville, Alexis see Tocqueville, Alexis de
decentred scales, consumer research measurement problems 185–6
decision
foreign market entry modes 150–51
growth strategy 158–9
operational presence 161–3
production location 159–60
structural presence 161
Dedee, J K 12
DeFilippi, R J 63
Delaforce, P 296
DeMarie, S N 66
Demers, Richard A 234
DeMooij, Marieke 276
Denby-Jones, Sarah 449
density function (Bass) 379–80
Derakshan, Foad 463, 469
Derne, Steve 215, 216
DeSarbo, Wayne S 380, 395
Deschampsneufs, H 296
Deshpandé, Rohit 47
design, economic experiment 194–5
dev, Chekitan 94
Dickson, Peter R 203, 372
differences, strategic alliance management preferences 126, 127
diffusion research see global diffusion models
DiMaggio, Paul J 212
distribution channels, global e-commerce 322, 323
Doi, Takeo 201
Dominguez, Luis 468
Domzal, Teresa J 18
Donnelly, James H Jr 296, 298, 299, 302
Dosoglu-Guner, B 13
Douglas, Susan P
brand architecture 264, 273, 275
competitive strategy in global e-commerce 326
construct equivalence 178–9
consumer research measurement problems 175, 186, 187
COO effect 460
cross-cultural bias 181–2
culture theory 223
data collection and research administration equivalence 181
decentred scales 185–6
e-commerce in global marketing 348
global diffusion models 386
international market withdrawal dynamics 57, 71
marketing management research review 4, 22, 27, 28
measure equivalence 180
measurement equivalence 176
PCI research 405, 406, 407, 424
product strategies 248
reliability establishment 181
Doz, Yves L 68, 102
Drescher, 192
Drug Store News 338
Drummond, Helga 71, 73
Dubin, Robert 297, 298, 302
Dubois, Frank L 23, 209
Duffy, R 149, 156
Duhaime, Irene M 66
Duhan, D F 16
Duncan, R B 63, 64, 65, 68
Dunning, John H 155, 159, 250
Durkheim, Emile 213, 219, 220
Durr, M 467
Durvasula, S 176
Dussauge, P 15, 24
Dutton, Jane E 63, 64, 65, 68
Dwyer, Frederick R 135
Dyer, Douglas 205
Index

Dynamics
- Brand architecture 269, 276
- Market withdrawal 57–8

Dzever, Sam 423

e-business see e-commerce

Echambadi, Raj 381

Echikson, William 270

e-commerce
see also business; global
e-commerce; Internet
contceptual framework for, global
marketing and 339–41
global marketing and sales scorecard
and 455–6
global marketing strategy and 351–3
roles and consequences in global
marketing 336–7, 354

Economic policy, testbedding
experiments 204
economics, experimental see
experimental economics
economy, political see political
economy

Efficient consumer response (ECR)
organization 434, 435, 438

Eklund, M 10

El-adraoui, M 420, 423

Elango, B 420

Eliashberg, Jehoshua 380, 395

Elinder, Eric 296

Elliot, Gregory R 463, 466

Ellis, Richard 213, 214

ELMAR 315

Elrod, Terry 460

Emphasis, branding see brand
emphasis

Engelhard, Johann 149, 156
Epstein, Marc J 27, 447
equity, brand see brand equity
equity stake, strategic alliance
management preferences and 103

Equivalence, consumer research
measurement problems
construct 178–9
data collection and research
administration 180–81
measure 179–80

Erffmeyer, R C 8

Erickson, Jerry M 460

Eroglu, Sevgin 10, 423

Erramilli, M Krishna
- Foreign market entry modes 148, 161
- Foreign market entry political
economy explanation 135, 136,
137, 141
- Marketing management research
review 11
- Multinational regionalization 94

Esteem, brand see brand esteem

Ettensohn, Richard 8, 9, 424, 460, 469

Ettinger, K E 296

Europe
- Strategic alliance management
preferences, USA vs Europe vs
ROW 115–17

European Union (EU)
data privacy 369
- Safe Harbor Agreement with US
370

Evaluation
see also value assessment
assortment, global scorecard
creation and benchmarking 442
brand name, by Chinese speakers
237
classifiers and 232–4, 238
classifiers and, associated object
stimuli 232
forecasting performance, Flexible
Interaction Model and 399
language structure effects on
perception, categorization and
229–34
name, in phonographic and
logographic language systems
234–8
product, COO synthesis and 469
execution, assortment, global
scorecard creation and
benchmarking 442

Experimental economics
Allias Paradox 191–2
anomaly-addressing experiments
200–4
anonymity 196
cross-country controls 196
currency effects controls 197
design 194–5
experimenter effects controls 197–8
game-theoretic hypotheses 192–4
incentives 196
instructions 195
language effects controls 197
limitations and potential 205–6
marketers and 190–91
policy testbedding experiments 204
review of 191–4
subject pool equivalency controls 197
theory-addressing experiments 198–200
exports, companies serving Asia Pacific countries, multinational regionalization and 91

Fagan, M 26
Fahey, Liam 71, 249, 253
Fahy, J 21
familiarity, brand see brand familiarity
Farkas, Alan L 446
Farley, John U 47, 405
Farmer, Ann K 234
Fatt, Arthur C 296
Faust, Dean 270
Fenwick, Graham 420
Ferlie, Ewan 58
Fina, E
Firat, A F 4
firm see company
Fischer, Wolfgang C 403
Fisher, R 135
Flaschner, Alan B 421
Fletcher, Richard 58
Flexible Interaction Model (Kumar and Krishnan), cross-national diffusion research and 398–400
Flood, 192
forecasting performance, evaluation, Flexible Interaction Model and 397
foreign market
global marketing
Internet firms’ sales to 351
timing of product entry into 246, 249–50
foreign market entry
bargaining power theory 135–6, 137–9, 143
competing theories assessment 144–5
data collection 140
growth strategy decision 158–9
measurement assessment 141
modes 148–9, 163–6
modes analytical framework 157–8
modes decision and attributes 150–51
modes research issues 156–7
modes research theory 151–6
non-response bias assessment 140
operational presence decision 161–3
political economy explanation 134–6
production location decision 159–60
questionnaire and measures 139–40
sampling frame 139
structural presence decision 161
transaction cost analysis 134–5,
136–7, 141–3, 145–6
foreign market withdrawal
accumulating commitment 62–3
beyond the withdrawal 73–5
dynamics 57–8
incidents 61–2
increasing stress 63–5
increasing stress reactions 65–8
six-phased model 75–7
strategy methodology 58–61
stress threshold power play 68–70
type-1 cases 72–3
type-2 cases 70–71
Fornell, Claes 47
Forsgren, Mats 75
framework
advertising 304–5
brand architecture 265
COO effect 461–62
e-commerce 339–41
foreign market entry modes 157–8
product strategies 252
Franko, Lawrence G 135
Frasier, Gary 161
Friedman, Daniel 204
Fromholz, Julia M 368, 369
Fu, Shenzhao 425
Fukuyama, Francis 214
Fullerton, Ronald A 295
Gaedeke, R 468
Gaeth, Gary 460
game theory hypotheses, experimental economics 192–4
Index

Gamst, Frederick C 216
Ganesh, Gopala 420
Ganesh, Jaishankar
  global diffusion models 381, 386, 388, 390, 395
  marketing management research review 12, 17, 18
Gapenski, Louis C 446
Garcia-Pont, Carlos 154
Garrett, Tony 420
Garrette, B 15, 24
Garven, Garnet 407
Gassenheimer, Jule B 303
Gatignon, Hubert
  foreign market entry modes 150, 156, 161
  global diffusion models 380, 395
  multinational regionalization 91, 92
Gaul, W 20
Geertz, Clifford 216
Gelfand, M 210
Gençtürk, Esra F 151
Geng, C 11
George, Barbara Crutchfield 368, 370
Gerbing, David W 47
Gersick, Connie J G 73, 74
Gessenheimer, J 177, 180
Ghertman, Michel 66
Ghoshal, Sumanta 251, 275
Giddon, Ian H 249
Gillespie, K 21
Gilliland, David I 21, 209
Gilly, Mary C 209
Ginsberg, 340
Glazer, Rashi 44
Ghertman, Hubert
  foreign market entry modes 150, 156, 161
  global diffusion models 380, 395
  multinational regionalization 91, 92
Gaul, W 20
Geertz, Clifford 216
Gelfand, M 210
Gençtürk, Esra F 151
Geng, C 11
George, Barbara Crutchfield 368, 370
Gerbing, David W 47
Gersick, Connie J G 73, 74
Gessenheimer, J 177, 180
Ghertman, Michel 66
Ghoshal, Sumanta 251, 275
Giddon, Ian H 249
Gillespie, K 21
Gilliland, David I 21, 209
Gilly, Mary C 209
Ginsberg, 340
Glazer, Rashi 44

global diffusion models
  Bass model 379–80, 382
  cross-national diffusion research 379–82
  Flexible Interaction Model (Kumar and Krishnan) 398–400
  GER model replication 383, 384
  GER study 380
  HJD model replication 384, 385–6
  HJD study 381
  international market entry strategies 386–7
  learning effect 387–90
  learning effect investigation 391–93
  learning effect investigation results 395–8
  TJ model replication 383–4, 385
  TJ study 380–81

global e-commerce
  see also e-commerce; Internet
  background 313–15
  buyer concentration 322
  challenges and opportunities, responding to 331–2
  competitive strategies, generic 326–7
  competitor numbers 323–5
  distribution channels, access to 322
  e-retailers as alternative distribution channel 323
  experience effects 325–6
  five competitive forces (Porter) 316
  five-forces model (Porter) 316, 321, 322
  future research 332–4
  industry structural characteristics and profitability 316–21
  market pioneering advantage 328–31
  research themes and questions 314–15
  supplier concentration 321

global marketing
  see also foreign market; market orientation/learning
  orientation/innovativeness
  customer information and 358–60
  data privacy implications 369–75
  data privacy key aspects 360–64
  data privacy relevance 364–5
  e-commerce conceptual framework for 339–41
  e-commerce roles and consequences in 336–7, 354
  EU data privacy 369
  international expansion and market entry 350–51
  Internet as means of market development in LDCs 351
  Internet as mediator of internationalization 348–50, 353–4
  Internet effects 337–9
  Internet use in, obstacles to 341–8
  sales and, scorecard 450–56
  strategy, e-commerce and 351–3

Subhash C. Jain - 9781781950395
Downloaded from Elgar Online at 06/02/2019 05:38:46PM
via free access
strategy, multinational
regionalization and 94–5
USA data privacy 365–8
global scorecard
see also scorecard
business collaboration and 434–8
creation of 438–43
implications 443–5
global sourcing, marketing
management research review 25–6
global standardization, local
responsiveness and, marketing
management research review 16–17
Gold, John R 405
Goldenberg, Susan 128
Gomes-Casseres, Benjamin 136, 138, 139
Goodnow, J D 152
Gopalakrishna, P 19
Gorn, G 9
Goulia, Caroline 447
Govindarajan, Vijay 326
Graham, John L 209
Gramsci, Antonio 218, 219
Granitz, Kent L 468
Gray, B J 14
Gray, Barbara 135, 138, 139
Green, Paul 104
Green, Robert T 7, 8 186
Greeno, L 27
Gregory, G D 18
Grewal, 348
Griffith, David A 299
Grosse, R 23, 26
Gu, Hua 230
Guner, B Dosoglu- see Dosoglu-Guner, B
Gupta, Anil K 326
Gupta, Pola B 420, 467
Gurhan-Canli, 468
Habermas, Jurgen 219
Hadidhakan, A 11
Hagedoorn, J 15
Hagel, John 374
Haider, Donald H 405
Hagh, David 449, 450
Halal, W E 24
Hall, Edward T 203, 210, 214, 217
Hallberg, Annika 420
Hambrick, Donald C 66
Hamel, Gary 24, 102, 154
Hammond, John 325
Hampden-Turner, Charles 203
Hampton, Gerald M 460
Han, J 42–3, 44, 52
Han, C 60
COO effect 460
COO synthesis 462, 465, 466, 467
PCI research 425
Hanson, F Allan 214
Hanz, J E 152
Harcar, T 14
Harich, K R 19
Harnish, Robert M 234
Harrigan, Kathryn R 101
Harrigan, Richard 249
Harris, Greg 19
Harris, Marvin 215, 216
Harvey, Michael G 299, 301, 302, 303
Hassel, L G 26
Hatten, K J 17
Haubl, Gerald 460, 463
Haveman, Heather A 63
Haytko, Diana L 203, 374
Head, David 405
Heath, Fred 407
Heenan, D A 82
Heide, Jan 203
Heimbach, Arthur E 469
Helsen, Kristiaan 380, 388, 395
Hemmetsberg, A 460
Hennart, Jean-François 134, 149, 156, 255
Henrich, Joseph 202, 203–4
Heslop, Louise A
COO effect 460
PCI nature and role 422, 423, 424, 425, 426
PCI research background 405
PCI research themes 419, 420
Hester, Susan B 469
Hey, John D 190
Higgins, C A 71
Higgs, Ray 299
Hill, Charles W L 134, 138, 148, 155, 161
Hill, John S 19, 253, 298, 301
Hirsch, Seev 160
Hitt, Michael A 66
Hoffman, J 16
Hofstede, E M Frenkel ter 209, 210, 212, 217, 219
Hofstede, Geert 221, 303, 393, 399
Holden, Malcolm 447
Holman, Walter R 446
Holmes, Stanley 261, 270
Hong, Sung-Tai 460, 468, 469
Hongcharu, B 17
Hoole, Richard W 251
Horstmann, Ignatius 159
Houston, Franklin S 303
Howard, D 14
Howell, Jane M 71
Hsee, Christopher K 199, 200
Hu, M 15
Hu, Michael Y 299
Huang, H 155, 161
Huang, Yili 209, 210
Hubbard, Raymond 421
Huberman, A M 61
Hubert, Lawrence J 231
Huff, A S
accumulating commitment and market withdrawal 63
stress and market withdrawal 64, 65, 69, 70, 73
Huff, James O 63, 69, 70, 73
Hugstad, P 467
Hui, Harry C 180
Hulland, John S 9, 464, 465, 466, 468
Hult, G Tomas M 42–3, 44, 47, 52, 209
Hunt, Earl 229
Hunt, Lynn 216
Hunt, Shelby D 211, 294, 297, 302
Huntington, Samuel P 213, 218
Hurley, Robert F 42–3, 44, 52
Hutt, Michael D 66, 68, 71
Hwang, Kwang-kuo 196
Hwang, Peter 134, 136, 138, 148, 161
Hymer, Stephen 154, 250, 254
hypothesis
game-theoretic, experimental economics 192–4
market orientation/learning orientation/innovativeness 43–6
Iacocca, L 463
IDC see International Data Corporation
Ihlwan, Moon 261, 270
Ikechi, E 12
IKON Research Group 419, 420, 422, 425
incentives, experimental economics 196
industry
characteristics, product strategies and 255–6
structural characteristics and profitability, global e-commerce 316–21
influence, consumer stereotype, COO synthesis and 467–9
information, customer, global marketing and 358–60
Inglehart, Ronald 178, 215, 221
Inkpen, Andrew C 24, 407
innovativeness see market orientation/learning orientation/innovativeness
Insch, Gary S 8, 460
instructions, economic experiment 195
International Data Corporation (IDC) 336
international market see foreign market; foreign market entry; global marketing; market entry
Internet
see also e-commerce; global e-commerce
effects of, global marketing and 337–9
firms’ sales to foreign markets 349
languages of 344
means of market development in LDCs, as 351
mediator of internationalization, as 348–50, 353–4
structural and functional obstacles to deployment of in global marketing 343
US Federal legislation to protect privacy on 367
use of in global marketing, obstacles to 341–8
user population and basic characteristics 341
users and growth by region 342
Ismail, F Abu- see Abu-Ismail, F
Jacobs, L 7, 20, 23, 26–7
Jacobson, Robert 112, 325
Jacoby, J 460
Jaffe, Eugene D
COO effect 460
marketing management research review 11
PCI research 404, 405, 422, 423
Jain, Dipak 340, 380, 395, 398
Jain, Subhash C
advertising research 298, 299, 302, 303
marketing management research review 4
product strategies 247–8, 253, 255
James, William L 19, 298, 301
Janda, S 9
Jap, Sandy 203
Jatusripitak, Somkid 249, 253
Javalgi, R G 25
Jaworski, Bernard J 43, 44, 47, 52–3
Jedidi, Kamel 380, 395
Jeuland, A 162
Joachimsthaler, Erich 277
Johnson, Jan 44, 63, 152
Johnsson, Johny K
advertising research 283
COO effect 460
COO synthesis 464, 466, 469
marketing management research review 9, 11
PCI research 420
John, George 203
Johnson, Eric J 201, 203
Johnson, Gerry 65, 69, 73
Johnson, J L 13, 24
Johnson, Sheree L 455
Jolibert, Alain J P 405, 407, 408, 458, 460
Jones, Sarah Denby- see Denby-Jones, Sarah
Jöreskog, Karl G 47
journal see publication
Journal of International Business Studies 313
Kahneman, Daniel 192
Kale, S 20
Kalish, Shlomo
global diffusion models 387
product strategies 246, 249, 253, 254, 256
Kalita, J K 466
Kanzo, Ali 19
Kanter, 349
Kapferer, Jean-Noel 261, 262
Kaplan, B 216
Kaplan, Edward H 394
Kaplan, Robert S 446–7, 450
Kaplan, Steven 333
Karakaya, F 21
Katsanis, L P 9
Katsikias, Constantine S 13, 14, 406, 421
Kaynak, Erdener 24, 423
Keats, B W 66
Keegan, Warren J 246, 247, 253
Keillor, B D 8
Keller, Kevin Lane 261, 262, 280
Kelly, D 66
Kerin, Roger A 254, 328
Kerlinger, Frederick 297, 302
Kernan, Jerome B 18
key performance indicators (KPI), global scorecard creation and 438–43
Khermouch, Gerry 261, 270
Killing, J P 4
Kim, C 9
Kim, J 161
Kim, K I 23
Kim, Namwoon 42–3, 44, 52
Kim, S C 15
Kim, W Chan 134, 136, 138, 148, 161
King, N D 19
Kirpalani, V H 21
Klein, J G 8, 9
Klein, Lisa R 17, 326
Klein, S 21, 161
Kochuny, C M 9, 460
Kogut, Bruce
foreign direct investment decisions 157
foreign market entry modes 149
foreign market entry modes concerns 156
foreign market entry modes theoretical foundation 152, 154
knowledge transference 162
product strategies 251
Kohli, Ajay K 43, 44, 47, 52–3
Kosnik, Thomas J 99
Kotabe, Masaaki
  consumer research measurement problems 176
  culture theory 209
  global strategy research 25, 26, 27
  international product cycle model and 249
  market entry decisions research 14
  marketing management research review 4
  marketing mix decisions research 16, 20
  marketing standardization 245, 246
  product sourcing 251, 255
  production locations classification 251
Kotha, Suresh 327
Kotler, Philip 249, 253, 405
KPI see key performance indicators
Kraft, Frederic B 408, 420, 423
Kreps, David 193
Krishnan, T V 398, 400
Kropp, F 20
Kumar, V K
  consumer research measurement
    problems 176, 182
    cross-national diffusion research 381
    Flexible Interaction Model 398, 400
    HJD replication 386
    international market entry 387
    learning effect 388, 390, 395
    marketing management research review 12, 17
Kumcu, E 14
Kumcu, M E 14
Kutner, M 50
Kutschker, Michael 59
Kuwada, Kotaro 65, 74
Kvale, Steinar 61
Laforêt, Sylvie 268
Lamb, C 425, 468
Lamb, Peter 58
Lampert, Shlomo 11
Landor data, global brands 284–92
language
  consumer behaviour and 228–9, 238–41
Internet 344
phonographic and logographic systems, name evaluation in 234–8
structure effects on perception, categorization and evaluation 229–34
language effects controls, experimental economics 197
Larcker, avid F 47
Laroche, Michel 302, 305
Larsen, T 21
Lassere, Philippe 83, 84, 87, 88
Latour, M 25
Lazer, William 327
Leach, M P 18
Leamer, Edward E 321
learning orientation see market orientation/learning orientation/innovativeness
LeClair, D T 8
Lecraw, Donald J 465, 466, 468
Lee, C 7, 18
Lee, Dongdae 13, 15, 420
Lee, H 9
Lee, Ruby 223
Lehrer, Mark 83
Lenway, S A 22
Leonidou, Leonidas C 13, 14, 406, 421
Leroy, Georges 246, 249, 251, 253
Lessig, Lawrence 360
Leung, K 175, 176, 179, 180, 187
Levine, Robert A 213
Levitt, Theodore 4, 245, 299, 300, 240
Li, Jiatao 12
Li, Tiger 4, 17, 406
Li, Wai-Kwan 420, 460
Li, Zhan G 425
liabilities, brand, Aaker’s five
categories of 428
Lichtenstein, D 176
Lieberman, Marvin B 328
Liefeld, John P 10, 405, 407, 424, 460
Liesch, P 58
Lillis, Charles 460
Lim, Jeen-Su 9, 23, 460
Lin, Robert L 47
Lindsey, N A M 296
Lin, L W 468
LISREL, consumer research
Index

measurement problems and 183, 184
Litan, Robert E 333
literature review
  COO effect 459–61
  core component standardization 247–8
  foreign market entry political economy explanation 134–6
  location of production facilities 250–51
  PCI research 406–7
  timing of product entry in foreign markets 249–250
Liu, A H 18
Liu, X 22
Liu, Yue-hua 230
location, production see production location
Lorange, P 102
Lord, Michael D 165
Lou, Xiaogang 423
Lucy, John A 229, 230
Lukas, B A 12
Luo, Y 25
Luostarinen, R 58
Lusch, Robert 203
Lutz, U 20
Lyles, M 16
Lynch, Patricia 368, 370
Macharzina, Klaus 149, 156
MacLachlan, Douglas L 469
Madden, Thomas J 420
Madhok, Anoop 11, 94
Mahajan, Vijay
  global diffusion models 387, 394, 396
  product strategies 246, 249, 253, 254, 256
Maheswaran, Durairaj 9, 468
Maignan, I 12
Malhotra, Naresh K 6
management
  see also research administration
  brand architecture 276–7
  research review see management research review
  management preferences, strategic alliance 111
  a priori segmentation 113, 116
  a priori segments 111
  aggregate sample results 107–10
  alliance attributes importance 123–5
  complementarity in alliance preferences 110
  complementary resources 101
  equity stake 103
  future research 128–9
  HO global expansion interaction with home area of partner 118
  managerial implications 127–8
  method 104
  part worth clusters, mean importance weights and part worths by 119–20
  partner competitiveness 102
  partner firm contribution part worth correlations 111
  partner home area 101
  partner home area interaction with
    HO global expansion 118
    preference clusters 118–23
    preference differences 126, 127
    preference heterogeneity 125–6
    preference segments 111
  relationship time frame 102
  research instrument 104–6
  respondents 106
  strategic alliance attributes and
    99–100, 129–30
  strategic orientation, global market expansion and 117–18
  US vs. non-US results 111–15
  USA vs. Europe vs. ROW 115–17
management research review
  background 3–4
  competitive strategy 22–3
  consumer behaviour 5–8
  country of origin 8–10
  future research 27–30
  global sourcing 25–6
  global standardization vs local responsiveness 16–17
  journals reviewed 31
  market entry initial mode 10–12
  market entry specific modes 12–16
  market performance 26–7
  marketing mix 17–21
  organizational buying behaviour 5
moderating roles of organizational memory and market turbulence 54
performance model results 52
recent research 42–3
recent research extended 52–3
sample 46
market performance, marketing management research review 26–7
market turbulence, moderating role of, market orientation/learning orientation/innovativeness 54
marketer, experimental economics and 190–91
marketing, global see global e-commerce; global marketing management see management research review marketing metrics, scorecard concept and 447–50
marketing mix, marketing management research review 17–21
marketing strategy, brand strength and 261–2
Markusen, James R 159
Marsh, Herbert W 47
Marsnik, Susan J 368, 370
Martin, Ingrid M 10, 425
Marx, Karl 218
Mascarenhas, Briance 254
Mason, Charlotte H 394
McAfee, Preston 204
McBride, J Brad 8, 21, 460
McCollough, Wayne R 447
McCort, D J 6
McDermott, Dennis R 407
McDonald, Roderick P 47
McDougall, 349
McGrath, Michael E 251
McGuire, T W 162
McIntyre, R P 20
McMillan, John 204
McNaughton, R B 149, 156
McNulty, T 58
measure equivalence, consumer research 179–80
measurement assessment, foreign market entry 141
brand equity 280–81
market orientation/learning orientation/innovativeness 47

management research review (continued)
research topics 4–5, 6
strategic alliances 23–5
Manrakhan, Shalini 333
Manu, F A 14
manufacturing country, COO effect and 462–3
Manzoni, Jean-François 447
March, James G 68, 152
Marcus, C 296
Marcuse, H 218
market see also foreign market
characteristics, production strategies and 253–4
international see foreign market; global marketing; market entry lag, diffusion process in 394
pioneering advantage, global e-commerce and 328–31
market development, Internet as means of in LDCs 351
market entry see also foreign market entry; product entry
initial mode, marketing management research review 10–12
international expansion and 350–51
learning effect 387–90
learning effect investigation 391–94
learning effect investigation results 395–7
learning process, factors influencing, 392, 393
specific modes, marketing management research review 12–16
strategies 386–7
market orientation/learning orientation/innovativeness comprehensive model depiction 53
hypothesis development 43–6
innovativeness model results 52
intercorrelations and shared variances of the study variables 49
learning model results 51–2
measurement 47
measurement analysis summary statistics 48
model testing 50–51
Index

questionnaire and, foreign market entry 139–40
measurement analysis, market orientation/learning orientation/innovativeness 48
Mehta, R 21
Melewar, T C 271
Melin, Leif 58
memory, organizational see organization, memory
Mersereau, Alexander 447
Metwally, M M 7, 19
Miles, Matthew B 61
Mills, R W 15
Min, H 25
Miner, Anne S 43, 44, 47, 52
Mintu, Alma 177, 180
Miracle, Gordon E 296
Mitchell, W 12
model comprehensive, market orientation/learning orientation/innovativeness 53
two-forces (Porter) 316, 321, 322
global diffusion models see global diffusion models
innovativeness, results 52
learning, results 51–2
market withdrawal, six-phased 75–7
performance, results 52
SEM 183–4
SEM technique extension 184–5
testing, market orientation/learning orientation/innovativeness 50–51
Mohan, S 17
Money, R Bruce 209
Monroe, Kent B 420, 460
Montgomery, David B 104, 129, 328
Montoya-Weiss, M M 17
Moon, H C 11
Moorman, Christine 43, 44, 47, 52
Morello, B 468
Morello, Gabriele 417
Morgan, Neil A 406, 421
Morgan, R 14
Morris, M D 8, 9
Morrison, Allen J 22, 82, 407
Mort, Gillian Sullivan- see Sullivan-Mort, Gillian
Motawa, A Al- see Al-Motawa, A
Mullen, Michael R
consumer research measurement problems 175, 176, 186, 187
coping mechanisms 183, 184, 185
measure equivalence 179, 180
Muller, Eitan
global diffusion models 387, 396
product strategies, 246, 249, 253, 254, 256
multi-sample confirmatory factor analysis, consumer research 184
multinational regionalization background 81
companies serving Asia Pacific countries through exports from the region 91
cultural distance between home and host countries 91–2
effects 88–91
empirical evidence 87–8
experience effects 93
global headquarters supremacy 86–7
host-country characteristics 92–3
host-country supremacy 87
international marketing strategy and 94–5
regional headquarters’ autonomy and influence 90
regional headquarters’ role when established 89
research assumptions 84–6
research recommendations 93–4
subsidiary supremacy 87
three orientations 82–4
Munch, J M 18
Munro, H J 16
Murray Allan I 327
Murray, J Y 25, 26
Murray, L William 425
Murtha, T P 22
Myers, Matthew B 13, 20, 176, 184, 185
Nachum, L 16
Nairn, 345
Nakata, Cheryl C 209, 210, 218
Nakos, G 14
name see brand name
Narayanan, V K 71, 460
Narula, R 15
Index

Narus, James A 135
Narver, John C 44, 47, 53
Nash, John F 192
Nasu, Y 7
Nebenzahl, Israel D
  COO effect 460
  COO synthesis 464, 466
  PCI nature and role 422, 423
  PCI research background 404, 405
  PCI research themes 420
Neese, William T 209
Nelson, Richard R 63
Nes, Erik B 405, 424, 460
Netemeyer, Richard G 176
Neter, J 50
Nevett, T 19
Nevis, Edwin C 177
Newman, K L 26
Newman, W H 66
Nielsen, Richard P 101
Nijssen, Edwin J 264, 273, 275
Nikkei Weekly 3
Nishina, S 7
Nohria, Nitin 154
Nollen, S D 26
Nonaka, 460
Norbeck, Edward 216
Nordhaus, William 190
Norton, David P 446–7, 450
Numerically, J 141
Nystrom, P C 54
Ocasio, William 63, 65, 66, 70
O’Farrell, P N 149, 156, 157
Ohbuchi, Ken-Ichi 202
Ohmae, Kenichi 246, 250
Oliff, M D 23
Olins, W 268
Olsen, Janeen C 460, 468
Onkvisit, Sak 297, 301
operational presence decision, foreign market entry modes 161–3
organization buying behaviour, marketing management research review 5 level, brand architecture at 265–6 memory, moderating role of, market orientation/learning orientation/innovativeness 54
Osland, G E 14
Otto, A 10
Overton, Terry S 46
Oviatt, 348
Owen, Stewart 285
Page, T J 186
Painter, John J 468
Pan, Wenyu 230
Pan, Yigang 235
Papadopoulos, Nicolas
  COO effect 460
  PCI nature and role 422, 423, 424, 425, 426
  PCI research 413
  PCI research background 405
  PCI research themes 419, 420
Parameswaran, Ravi 176, 177, 181, 183, 186
Parikh, Deval 36
Parker, Philip 7, 8
Parry, M E 18
Parsons, Andrew J 267, 273
Parsons, Talcott 213
partner competitiveness, strategic alliance management preferences 102 firm contribution part worth correlations 111 home area, strategic alliance management preferences 101 HO global expansion interaction with home area of 118
Pastore, 336
Patterson, J 296
Patterson, P 14
Paul, 348
Paul, F Wiedersheim- see Wiedersheim-Paul, F
PCI see product-country images (PCI) research
Pearce, J A 12
Peebles, Dean 296, 299
Pellegrino, James W 231
Penaloza, Lisa 209
performance forecasting, evaluation of, Flexible Interaction Model and 399 key indicators, global scorecard creation and 438–43
Index

market, marketing management research review 26–7
model results, market orientation/learning orientation/innovativeness 52
product strategies and 256–7
Perlmutter, Howard V 59, 82, 148
Perry, M 25
Personnel Management 186
Peterson, Robert A
competitive strategy in global e-commerce 328
COO effect 458
culture theory 209, 210
global diffusion models 394
marketing management research review 4
PCI research 405, 407, 408
product strategies 254
Pettigrew, Andrew M 58
Pfeffer, 212
Pierce, Barbara 407
Piercy, N F 14
Pieters, R 4
Pineres, Sheila A G de see de Pineres, Sheila A G
pioneering advantage, market, global e-commerce and 328–31
planning, assortment, global scorecard creation and benchmarking 441
Platt, John R 304
Polanyi, M 333
policy, economic see economic policy
political economy, international market entry mode choice, literature review 134–6
Pont, Carlso Garcia- see Garcia-Pont, Carlso
Poole, Ross 217
Porter, Michael E
e-commerce in global marketing 337, 338, 339, 340
five competitive forces 316
five-forces model 316, 321, 322
foreign market entry modes 151, 154
generic competitive strategies 326–7
product strategies 248, 249, 251
power, bargaining see bargaining power (BP) theory
Prahalad, C K 68, 102, 154
Pratt, E E 296
Prescott, J 24, 340
Price, L 7
Price, Robert M 327
privacy see data privacy
product branding, business level emphasis 266
evaluation, COO synthesis and 469
product-dominant brand strategy 270
product entry see also market entry
timing, foreign markets and 246, 249–50
product level, brand emphasis 266
product scope, brand architecture and 267–8
product strategies
core component standardization 247–8
determinants 252–6
firm characteristics 254–5
framework 252
future research 257–8
industry characteristics 255–6
key questions 245
literature review 247–51
location of production facilities 246, 250–51
market characteristics 253–4
performance implications 256–7
relationship 251–2
research so far 246–7
standardization and 245–6
timing of product entry in foreign markets 246, 249–50
product-country images (PCI) research background 405–6
contributors 413–18
findings 421–23
future 423–8
image significance 402–5
methodology, database 407–10
surveys and literature reviews 406–7
themes 418–21
times and venues 410–13
production location classification (Kotabe) 251
production location (continued)
decision, foreign market entry modes
159–60
product strategies and 246, 250–51
profitability
competitive forces and 317, 318–20
industry structural characteristics
and, global e-commerce 316–21
Propson, Carl F 296
publication
authorship in PCI research, 414
conference papers on PCI research, 414
contributions by author in PCI research, 415
contributor, by, PCI, 416
journals publishing PCI research 413
journals reviewed for marketing management research review 31
PCI research by year range and type of 412
Puig, Rosa 460
Puttsis, William P Jr 396
Quelch, John 17, 262, 326
Quester, Pascale 423
Rajaratnam, D 20
Ramawami, Sridhar N 92, 94
Ramawamy, V 460
Ramchander, S 460
Ranft, Annette L 165
Rao, C P
foreign market entry modes 148
foreign market entry political economy explanation 134, 135, 136, 137, 141
marketing management research review 9, 26
Rao, Vithala R 129
Rapp, William V 250
Ravindranath, M 24
Rayport, Jeffery 374
Rech, David 209
Reed, Richard 63
regionalization, multinational see multinational regionalization
Reid, Stanley 405, 406
Rein, Irving 405
Reingen, P H 66, 68, 71
reliability, consumer research
measurement problems and 181
Rennie, 349
research administration equivalence, consumer research 180–81
Richey, Brenda E 468
Ritchie, W 58
Rivlin, Alice M 333
Roberts, John H 447
Robertson, Chris 367, 374
Robertson, Roland 218
Robertson, Thomas S 261, 380, 395
Robinson, S 27
Rogers, Everett M 153, 388
role
moderating, organizational memory and market turbulence 54
regional headquarters, multinational regionalization 89
Romanelli, E 65, 66
Ronchetto, J R Jr 66, 68, 71
Ronis, David 199
Ronkainen, Ilkka A 9
Root, Franklin R 92, 148
Rose, G M 20
Rose, Patricia B 468
Rosen, Jeffrey 366
Rosenbloom, B 21
Rosenthal, S R 17
Ross, Jerry 71, 73
Rosson, Philip J 413
Rostow, W W 253
Roth, Alvin
anomaly-addressing experiments 200–201, 202, 203
cross-country controls 195
experiment categories 198
experimental economics 191, 193, 194
Roth, Kendall 17, 22, 23, 248, 256
Roth, Marvin S 262
Roth, V J 21, 161
Roy, M J 27
Rueckert, Robert W 327
Rugman, Alan M 11, 82, 151, 154, 160
Ryan, James 358
Ryans, John K Jr 298
Rynning, M R 18
Index 497

Sage Publications 61
Saghafi, Massoud 460
Sakano, T 24
sales
global marketing and, scorecard 450–56
Internet firms’, to foreign markets 349
sales metrics, scorecard concept and 447–50
Salk, J 16
Samiee, Saeed
e-commerce in global marketing 338, 341, 350, 351
marketing management research review 17
PCI research 420
product strategies 248, 256
Samli, A C
global strategy research 23, 24, 25, 26–7
marketing mix decisions research 20
organizational and consumer behaviour research 7
Sampler, Jeffrey L 324
sampling
aggregate, results, strategic alliance management preferences 107–10
difficulties, consumer research 182
foreign market entry 139
market orientation/learning orientation/innovativeness 46
multi-sample confirmatory factor analysis 184
Samuelson, Pamela 366
Samuelson, Paul 190
San Francisco Business Times 349
Sarathy, Ravi 367, 374
Saunders, John 268, 272
Sawhney, Mohanbir 326, 333
Schaefer, A 420
Schelling, 193
Schmidt, J B 17
Schmitt, Bernd H 230–34, 235, 265, 277
Schooler, Robert D 409, 460, 468
Schudson, Michael 213, 217, 218
Schutte, Helmut 83, 87
Schwenk, Charles R 69–70
scorecard
see also global scorecard
business, balanced 446–7
concept, marketing and sales metrics and 447–50
global marketing and sales 450–56
segmentation, strategic alliance management preferences, 111, 113, 116
SEM see structural equations modelling (SEM)
Sen, Subrata 396
Sengupta, S 25
Sethi, S Prakash 420
Shama, A 12
Shane, Scott 134
Shao, Alan T 19, 301
Shao, Dale H 301
Shao, Lawrence P 301
Shapiro, Carl 326, 360
Sharif, H 24
Sharkey, T 23
Sharma, A 26
Sharma, Subhash 419
Shaver, J M 12
Shaw, Eric H 327
Shaw, John J 297, 301
Shenkar, Oded 135, 138, 146
Sheth, J N 26
Shimp, Terrence A 419, 420
Shin, Jeongshin 419
Shocker, Allan D 107, 323
Shoham, Aviv 14, 15, 300, 303
Shugan, S M 162
Shweder, Richard 216
Silk, A J 181
Simenson, Alex 265, 277
Simonin, B L 25
Simonson, Itamar 71
Sin, Leo Y M 223
Sinclair, S 20
Singh, Harbir 152
Singh, Jagdip 176, 180, 183, 184
Sinkula, James M 42–3, 43–4, 52, 53, 54
Sivakumar, K 12, 209, 210, 218
Slater, Stanley F 44, 47, 53
Smelser, Neil J 218
Smith, Adam 202
Smith, Mary F 463, 469
Smith, Vernon L 193
Index

Song, H 22
Song, X M 17, 18
Sood, J 7
Sorenson, Ralph Z 247, 302
sourcing, global see global sourcing
Souza, Ritoo D’ see D’Souza, Ritoo
Sowell, Thomas 214, 215, 216–7, 218
SRI 99, 102
Srinivasan, V 104, 107, 394
Sriram, V 14, 19
Srivastava, Rajendra K 42–3, 44, 52, 323
Staelin, Richard 162
standardization
  advertising, historical foundations 295–7
  advertising, theoretical critique 297–302
  core component, product strategies 247–8
  global, local responsiveness and, marketing management research review 16–17
  product strategies and 245–6
Starbuck, W 54
Starr, Martin K 251
Staw, Barry M 71, 73, 212
Steenkamp, Jan-Benedict
  consumer research measurement problems 175, 176, 184
  COO effect 460, 461, 471
  COO synthesis 463
  marketing management research review 9
stereotype influence, consumer, COO synthesis and 467–9
Sternquist, B 468
Still, Richard R 253
Stimpert, J L 63, 64, 70
Stinchcombe, A L 162
Stopford, John M 135
Storper, Michael 321
strategic alliance
  marketing management research review 23–5
preferences see management preferences, strategic alliance strategy
see also brand strategy; product strategies
  competitive, global e-commerce and 326–7
  competitive, marketing management research review 22–3
  competitive, minimum efficient scale and 330
  global marketing, e-commerce and 351–3
  global marketing, multinational regionalization and 94–5
  growth, foreign market entry modes decision 158–9
  international market entry 386–7
  international market withdrawal 58–61
  marketing, brand strength and 261–2
structural equations modelling (SEM)
  consumer research 183–4
  technique extension 184–5
structural presence decision, foreign markets entry modes 161
structure
  branding see brand structure
  industry characteristics, profitability and 316–21
Stump, R 13
Styles, Chris 447
subject pool equivalency controls, experimental economics 197
Subramaniam, V 12, 17, 390
Sullivan, Daniel
  advertising research 294
  culture theory 220, 223
  marketing management research review 16
  multinational regionalization 84, 93, 94
Sullivan-Mort, Gillian 424
Summer, J 9
Sunder, Shyam 204
supplier concentration, global e-commerce and 321
supremacy, multinational regionalization 86–7
Sutton, Robert I 212
Sutton, T 296
Swan, S K 25
Swidler, Ann 215
Szamosi, Leslie 424, 460
Szulanski, G 162
Taggart, J H 22
Taguchi, F 21
Tai, S H C 19
Takada, Hirokazu 18, 380, 395
Takeuchi, Hirotaka 248
Takahashi, Yumi 202
Tallman, Stephen B 22, 135, 138, 146, 155
Tan, S J 11
Tansuhaj, P 12
Tapscott, Don 316
Taylor, Charles R 14
TCA see transaction cost analysis (TCA)
Telecommunications Reports 348
ter Hofstede, E M Frenkel see Hofstede, E M Frenkel ter
Terpstra, V
COO effect 460
COO synthesis 462, 465, 466, 467
marketing management research review 25
Tesar, George 153
Thakor, M V 9
Thaler, Richard H 194, 196, 200
Theophilopoulos, G 296
theory
advertising, conditions for advancement 302–4
advertising, framework 304–5
advertising standardization, critique 297–302
bargaining power, foreign market entry and 135–6, 137–9, 143
competing, assessment, foreign market entry 144–5
culture see culture theory
economic experiments addressing 198–200
foreign market entry modes 151–6
game, hypotheses, experimental economics 192–4
Thomas, H 63, 69, 70, 73
Thompson, Michael J 213, 214, 448, 449
Thorelli, Hans B 4, 460
timing, product entry into foreign markets 246, 249–50
Tocqueville, Alexis de 214
Todino, Honorio 465, 466, 468
Tonberg, Richard C 460
Toner, Julie F 469
Toyne, Brian 23, 468
trait see also characteristics
Triandis’ theory 210
transaction cost analysis (TCA), foreign market entry and 134–5, 136–7, 141–3, 145–6
Triandis, Harry C 180, 210, 215, 217, 221
Trompenaars, Alfons 203
Tse, David K 9, 11
Tuerkheimer, Frank M 366
Turner, Charles Hampden- see Hampden-Turner, Charles
Tushman, Michael L 65, 66
Tversky, Amos 192
Tyebjee, Tyzoon T 99, 102, 127
Tylor, Edward Burnett 211–12
United States of America
data privacy 365–8
key TCA factors affecting entry mode choice 145–6
preference differences, non-US managers compared 126
Safe Harbor Agreement with EU 370
strategic alliance management preferences, 111–17
Urban, David J 407
Ury, W 135
USA see United States of America
Vahlne, Jan-Erik 44, 63, 152
value, Hofstede’s paradigm 209–10
value assessment see also evaluation
consumer, COO synthesis and 465–7
Van de Vjver, Vons 175, 176, 179, 180, 187
Varadarajan, P Rajan
competitive strategy in global e-commerce 317, 324, 328
<table>
<thead>
<tr>
<th>Name</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varadarajan, P Rajan</td>
<td>(continued) marketing management research review 23, 24</td>
</tr>
<tr>
<td></td>
<td>product strategies 254</td>
</tr>
<tr>
<td>Varian, Hal R</td>
<td>product strategies 245, 248</td>
</tr>
<tr>
<td>Verbeke, Alain</td>
<td>160</td>
</tr>
<tr>
<td>Verhage, Bornislav J</td>
<td>8</td>
</tr>
<tr>
<td>Verlegh, Peeter</td>
<td>9, 461, 463, 471</td>
</tr>
<tr>
<td>Vernon, Ivan R</td>
<td>299</td>
</tr>
<tr>
<td>Vernon, Raymond</td>
<td>152, 246, 249</td>
</tr>
<tr>
<td>Vladimir, I A</td>
<td>296</td>
</tr>
<tr>
<td>Voss, K E</td>
<td>12</td>
</tr>
<tr>
<td>Wagner, Janet</td>
<td>460</td>
</tr>
<tr>
<td>Walker, Orville C Jr</td>
<td>135, 327</td>
</tr>
<tr>
<td>Wallerstein, Immanuel</td>
<td>218</td>
</tr>
<tr>
<td>Walters Peter G P</td>
<td>468</td>
</tr>
<tr>
<td>Wang, C C L</td>
<td>5, 466</td>
</tr>
<tr>
<td>Wang, C K</td>
<td>425</td>
</tr>
<tr>
<td>Ward, Stephen V</td>
<td>405</td>
</tr>
<tr>
<td>Warren, Samuel</td>
<td>366</td>
</tr>
<tr>
<td>Wasserman, W</td>
<td>50</td>
</tr>
<tr>
<td>Wayland, Jane P</td>
<td>407</td>
</tr>
<tr>
<td>Weber, Elke U</td>
<td>200</td>
</tr>
<tr>
<td>Weber, Max</td>
<td>213</td>
</tr>
<tr>
<td>Webster, Frederick E</td>
<td>Jr 47</td>
</tr>
<tr>
<td>Wedel, Michel</td>
<td>209</td>
</tr>
<tr>
<td>Weick, Karl E</td>
<td>212</td>
</tr>
<tr>
<td>Weiss, Allen M</td>
<td>44</td>
</tr>
<tr>
<td>Weiss, M M Montoya-</td>
<td>see Montoya-Weiss, M M</td>
</tr>
<tr>
<td>Weitz, Barton</td>
<td>136, 203</td>
</tr>
<tr>
<td>Welch, Lawrence S</td>
<td>58, 63, 149, 151, 156</td>
</tr>
<tr>
<td>Wells, Louis T Jr</td>
<td>135</td>
</tr>
<tr>
<td>Werts, Charles E</td>
<td>47</td>
</tr>
<tr>
<td>Whetten, David A</td>
<td>211</td>
</tr>
<tr>
<td>White, P D</td>
<td>186, 468</td>
</tr>
<tr>
<td>Whorf, Benjamin</td>
<td>229</td>
</tr>
<tr>
<td>Wiechmann, Ulrich E</td>
<td>247, 302</td>
</tr>
<tr>
<td>Wiedersheim-Paul, F</td>
<td>63</td>
</tr>
<tr>
<td>Wildavsky, Aaron</td>
<td>213, 214</td>
</tr>
<tr>
<td>Wildt, A R</td>
<td>26, 460, 468</td>
</tr>
<tr>
<td>Wilkinson, T</td>
<td>24</td>
</tr>
<tr>
<td>Williams, A</td>
<td>25</td>
</tr>
<tr>
<td>Williamson, Oliver E</td>
<td>experimental economics 203</td>
</tr>
<tr>
<td></td>
<td>foreign market entry modes 154, 162</td>
</tr>
<tr>
<td></td>
<td>foreign market entry political economy explanation 135, 136, 137</td>
</tr>
<tr>
<td>Wills, J R</td>
<td>7, 26–7</td>
</tr>
<tr>
<td>Wilson, I</td>
<td>12</td>
</tr>
<tr>
<td>Wind, Yoram</td>
<td>458</td>
</tr>
<tr>
<td></td>
<td>foreign market entry modes 148</td>
</tr>
<tr>
<td></td>
<td>marketing management research review 4</td>
</tr>
<tr>
<td></td>
<td>product strategies 245, 248, 254</td>
</tr>
<tr>
<td>Winter, S G</td>
<td>63</td>
</tr>
<tr>
<td>Witt, J</td>
<td>26</td>
</tr>
<tr>
<td>Worsley, Tony</td>
<td>420</td>
</tr>
<tr>
<td>Wright, Cameron</td>
<td>420</td>
</tr>
<tr>
<td>Wyer, Robert S Jr</td>
<td>460, 468, 469</td>
</tr>
<tr>
<td>Yadav, Manjit S</td>
<td>317, 324</td>
</tr>
<tr>
<td>Yan, Aimin</td>
<td>135, 138, 139</td>
</tr>
<tr>
<td>Yaprak, Attila</td>
<td>469</td>
</tr>
<tr>
<td></td>
<td>COO effect</td>
</tr>
<tr>
<td></td>
<td>consumer research measurement problems 176, 177, 181, 183, 186</td>
</tr>
<tr>
<td></td>
<td>marketing management research review 10</td>
</tr>
<tr>
<td></td>
<td>PCI research 424</td>
</tr>
<tr>
<td>Yavas, Ugur</td>
<td>8</td>
</tr>
<tr>
<td>Ye, Jongsuk</td>
<td>460</td>
</tr>
<tr>
<td>Yeoh, P L</td>
<td>18, 21</td>
</tr>
<tr>
<td>Yeung, B</td>
<td>12</td>
</tr>
<tr>
<td>Yi, Youjae</td>
<td>19, 47</td>
</tr>
<tr>
<td>Yigang, P</td>
<td>11</td>
</tr>
<tr>
<td>Yin, Robert K</td>
<td>59, 61, 62</td>
</tr>
<tr>
<td>Young, S</td>
<td>14</td>
</tr>
<tr>
<td>Yuen, Mary</td>
<td>469</td>
</tr>
<tr>
<td>Zafarullah, M</td>
<td>14</td>
</tr>
<tr>
<td>Zaheer, Srihata</td>
<td>152</td>
</tr>
<tr>
<td>Zander, Udo</td>
<td>162</td>
</tr>
<tr>
<td>Zandpour, F</td>
<td>19</td>
</tr>
<tr>
<td>Zhang, Shi</td>
<td>230, 234</td>
</tr>
<tr>
<td>Zhang, Yong</td>
<td>420</td>
</tr>
<tr>
<td>Zhu, Ying</td>
<td>199</td>
</tr>
</tbody>
</table>