Contributors

Arild Aspelund holds a PhD in international marketing from the Norwegian University of Science and Technology (NTNU). Currently, he is Associate Professor in Marketing at NTNU and teaches courses related to marketing, entrepreneurship, and international business development. His primary research focus is on internationalization of new industry and especially on the phenomenon of international new ventures. He also does research within general theories of economic development with special interest in entrepreneurship and economic growth. More recently, his research focus has been on the establishment and management of global production systems and he is currently the leader of the research group Global Production and Communication (GP&C) at NTNU.

Matthias Baum is research assistant at the University of Giessen, Germany. He studied business administration and economics at the University of Giessen and the Institut Supérieur du Commerce (Paris, France). He is a member of the Interdisciplinary Research Unit on Evidence-based Management and Entrepreneurship (EBME) and doctoral candidate at the Department for Human Resource Management, Small and Medium-Sized Enterprises, and Entrepreneurship. Besides his research on born globals and internationalization of technology firms, his research interests include international recruitment strategies, recruitment strategies of SMEs, employer branding and e-recruitment. He has presented his research at various international conferences and published in refereed journals such as Zeitschrift für Betriebswirtschaft (ZfB).

Susan Freeman is Associate Professor of International Business at the Business School, University of Adelaide, Adelaide, SA, Australia. She is the Discipline Leader for International Business and Marketing. She holds a PhD (marketing), an MEdSt.s (education) and BaEco from Monash University, Melbourne; and a DipEd from Mercy College, Ascot Vale, Melbourne. Her teaching covers areas such as global business, corporate responsibility for global business, and international management. Her research interests include born global theory, knowledge transfer in rapidly internationalizing firms, services internationalization, and emerging market strategies for developed and developing market firms. She has been active in numerous research projects in these areas including ‘Services Internationalization into Emerging Markets’, ‘Australian FDI
into the UK; and ‘EU Economic Policies, Australian Firms and Global Economic and Financial Challenges’, funded by bodies such as the European Commission Funding (2010–13) ME&ECC Relex Funding, UK Trade & Investment, the British Embassy, Australia, and Monash University. She has published over 70 articles in refereed international journals or conference proceedings, and authored a number of industry reports and cases on international business. She is a frequent reviewer in many journals.

**Inmaculada Galván-Sánchez** holds a PhD and is Assistant Professor at the Department of Business Economics and Management of the University of Las Palmas de Gran Canaria, Spain. She is the author and/or co-author of chapter books and/or papers in both international and national journals such as *European Management Journal*, *Información Comercial Española*, and *Cuadernos de Estudios Empresariales*. She also serves as reviewer board member of *Revista Internacional de la Pequeña y Mediana Empresa* and several EIBA annual conferences.

**Minerva García** is a PhD candidate at the Business Economics Department of Universitat Autònoma de Barcelona, Spain. She has been working in the IT sector during the last five years, especially in the innovation department of an internet-based firm and as CEO of a start-up company. Her experience also includes teaching at the Universidad Iberoamericana, Mexico City and research at the same university.

**Pervez N. Ghauri** is Professor of International Business at King’s College London, UK. He completed his PhD at the University of Uppsala, Sweden, where he also taught for some years. Before joining King’s he was Professor and Chair of International Business at Manchester Business School. He has published more than 20 books and numerous articles in journals such as *Journal of International Business Studies*, *Journal of World Business*, *Management International Review*, *Journal of Business Research*, *Industrial Marketing Management* and *International Marketing Review*. He is also editor in chief of *International Business Review* and editor for Europe for *Journal of World Business*.

**Ruey-Jer (Bryan) Jean** is Assistant Professor of International Business at National Chengchi University, Taiwan. He received his PhD from Manchester Business School, UK and his MSc in international trade from National Dong-Hwa University, Taiwan. His teaching covers areas such as marketing, management and international business strategy. He previously worked as a post-doctoral research fellow at Manchester Business School and his research focuses on interorganizational relationship management, with particular focus on online and international con-

**Rüdiger Kabst** is Professor of Business Administration specializing in human resource management, small and medium-sized enterprises, and entrepreneurship at the University of Giessen, Germany. He is academic head of the Entrepreneurship Cluster Mittelhessen (ECM), director of the Interdisciplinary Research Unit on Evidence-based Management and Entrepreneurship (EBME), as well as the German representative of the Cranfield Network on International Human Resource Management (CRANET). He was formerly a visiting research scholar at the University of Illinois/Urbana-Champaign in 1996, at the University of California/Berkeley in 2001, and at EWHa University in Seoul (South Korea) in 2006. His current research interests include international comparative human resource management, expatriate management, human resource practices between market and hierarchy (for example, outsourcing, downsizing, interim management, working-time flexibility and so on), inter-firm cooperation (for example, joint ventures), trust between organizations, young technology start-ups, international entrepreneurship, and internationalization of medium-sized enterprises.

**Olli Kuivalainen** has a DSc in economics, and is Professor of International Marketing at the School of Business, Lappeenranta University of Technology, Finland. He normally teaches classes focusing on international business strategy and marketing. His research interests are in the areas of international entrepreneurship, and strategic management, marketing and internationalization of knowledge-intensive firms, with a focus on firms operating in the domains of media and information and communication technologies. He has published articles in *Journal of World Business*, *Journal of International Marketing*, *Technovation*, *Internet Research*, *International Journal of Production Economics*, and *Journal of International Entrepreneurship*, among others. He has also contributed to many books and has presented his research at various academic conferences. Before joining academia he worked in a professional service firm.

**Leonidas C. Leonidou** has a PhD and an MSc from the University of Bath and is Professor of Marketing at the School of Economics and Management of the University of Cyprus. He is also a visiting Principal Research Fellow in Marketing at Leeds University Business School. Before joining academia, he worked as a marketing analyst/consultant for numerous companies in the Middle East, Eastern Europe, and the

**Nicolai Løvdal** has an MSc and has been a research fellow at the Norwegian University of Science and Technology (NTNU) since 2005. Currently he is working on his PhD thesis ‘International entrepreneurship within offshore renewable energy’. Through industry involvements, empirical studies and as founder of a global research network on offshore renewable energy (INORE) he has developed a thorough industry insight within these industries. His research interests include variants of entrepreneurship (international, sustainable, energy) and industry innovation research. His main research focus is on international entrepreneurship in technology-based renewable energy industries where he investigates different aspects of the entrepreneur, on the firm and industry context levels. More recently, he has focused his research on technology transfer and international business related to energy and sustainability issues.

**Rod McNaughton** is Eyton Chair in Entrepreneurship and Director of the Conrad Centre for Business, Entrepreneurship and Technology at the University of Waterloo, Canada. He holds a PhD in marketing from Lancaster University Management School, and in economic geography from the University of Western Ontario. His specialty is international marketing strategy, focusing on the rapid entry into overseas markets by knowledge-intensive new ventures. The results of his research on export channel selection, industrial clusters, networks and internationalization, export policy, the venture capital industry, strategic alliances, and foreign direct investment are published in numerous refereed journals and books. Prior to joining the faculty at UW, he was Professor in Marketing at the University of Otago School of Business, Dunedin, New Zealand.
Jukka Partanen has a PhD and is a researcher and project manager in the Department of Marketing and Management at the School of Economics Aalto University, Finland. His research interests include inter-organizational networks, high-growth SMEs, and industrial service business. He has been active in teaching and executive education in the Small Business Center of Aalto University, and has contributed to several research projects funded by the Finnish Funding Agency for Technology and Innovation (Tekes). He has published in Industrial Marketing Management and in several conference proceedings as well as acted as a reviewer in, for example, the Journal of International Business Studies.

Noemi Pezderka holds a master’s degree from the Vienna University of Economics and Business (WU-Wien), Austria and is currently a PhD candidate in comparative and international business at Manchester Business School, Manchester, UK. Her research focuses on international entrepreneurship, ICT, and economic development issues and she contributes actively to research projects in the MBS-CIBER. She has contributed book chapters to international business books and published in International Business Review.

Alex Rialp has a PhD and is Associate Professor of Business Organization at the Business Economics Department of the Universitat Autònoma de Barcelona, Spain. He is author and/or co-author of various books, chapter books, and papers published in both national and international scientific journals such as International Business Review, International Marketing Review, Advances in International Marketing, Journal of International Entrepreneurship, Journal of Euromarketing, European Management Journal, and Journal of Global Marketing. He also serves as an editorial review board member of Journal of International Marketing and International Business Review.

Sami Saarenketo holds a DSc in economics and is Professor of International Marketing at the School of Business, Lappeenranta University of Technology, Finland. He teaches on international marketing and international entrepreneurship. His primary areas of research interest are international marketing and entrepreneurship in technology-based small firms. He has published on these issues in Journal of World Business, International Business Review, European Business Review, European Journal of Marketing, and Journal of International Entrepreneurship, among others. He has also contributed to many books and presented his research at various academic conferences.

Saeed Samiee holds a PhD from Ohio State University and is the Collins Professor of Marketing and International Business at the University of
Tulsa, OK, USA. He has contributed to scholarly journals in marketing and international business, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of International Business Studies*. He serves on the editorial review and advisory boards of 12 scholarly journals, including *Journal of the Academy of Marketing Science* and *Journal of International Business Studies*. He has also actively contributed to the annual conferences of the AIB, the American Marketing Association, and the Academy of Marketing Science (AMS) in various capacities. He initiated the dissertation competition for AMS and served as its first chairperson, and was appointed as the first chair of the AIB Best Paper Award and Haynes Prize Committee (2002–04). He has lectured or served as a visiting scholar at business schools internationally including in Austria, Brazil, China, Cyprus, Finland, France, Hong Kong, Korea, Mexico, Iran, Japan, Russia, and Switzerland.

**Christian Schwens** is a post-doc at the University of Giessen, Germany. He studied business administration at the University of Paderborn and at the University of Stockholm. In 2006 he was visiting scholar at the Carlson School of Management, University of Minnesota, MN, USA. He is a member of the Interdisciplinary Research Unit on Evidence-based Management and Entrepreneurship (EBME). His research interests include the internationalization of technology firms, international entrepreneurship, market entry mode choices of small and medium-sized enterprises (SMEs), foreign institutions, international staffing, and internationalization of SMEs. His research has been presented at various international conferences and in academic as well as managerial journals such as *International Business Review (IBR)*, *International Journal of Human Resource Management (IJHRM)*, *Journal of International Entrepreneurship (JIE)*, and *Zeitschrift für Betriebswirtschaft (ZfB)*.

**Per Servais** holds a PhD, and is Associate Professor of Marketing at the University of Southern Denmark. His research interests are: international entrepreneurship, the formation and growth of international new ventures, industrial marketing in small industrial firms, e-business in industrial firms, branding on industrial markets, outsourcing activities in industrial firms, and relationships and de-internationalization in small firms. He has published a number of book chapters and articles, for example in *Industrial Marketing Management, International Marketing Review, Journal of International Marketing, Advances in International Marketing*, and *International Business Review*.

**Michael Sheppard** is Assistant Professor at the F.C. Manning School of Business, Acadia University, Canada. He holds a PhD in management
Contributors

sciences from the University of Waterloo. His research focuses on high-growth firms, especially the conditions that lead to rapid growth, managing the challenges of growth, and the overlap between high growth and rapid internationalization. Before completing his PhD and joining the Faculty at Acadia University, he worked for many years in consulting and management of information technology while also gaining considerable entrepreneurial experience in the software industry.

Rotem Shneor is a research fellow and lecturer at the University of Agder in Norway, specializing in international marketing, e-marketing, and the internationalization process of the firm. Additional research interests include e-business, brand management, and cross-cultural management. Currently, he is engaged in teaching international marketing, international strategy, and entrepreneurship courses. He is a former graduate of the Hebrew University in Jerusalem as well as the Norwegian School of Economics and Business Administration (NHH) in Bergen.

Vitor Corado Simões is a professor at ISEG–Instituto Superior de Economia e Gestão (Technical University of Lisbon, Portugal). His main research areas are international management and innovation management. He has lectured at several universities abroad (Autónoma of Madrid, Complutense of Madrid, Strasbourg, Strathclyde, Toulouse and Rio de Janeiro-COPPEAD). He has researched extensively on MNCs, on MNC subsidiaries, and on born globals. He was responsible for the report on globalization, commissioned by Portugal’s Economic and Social Council. He co-coordinated the research project on COTEC Portugal Innovative SME Network (2010). He has a wide international experience as consultant to the European Commission, the OECD, and UNIDO. He chaired the CREST/EU Working Group on SMEs and Innovation. He is national correspondent to PROINNO/TrendChart on Innovation and to the ERAWATCH network. He served as a member of Portugal’s Technological Plan Steering Committee and is a member of COTEC Portugal Consultative Council. Before joining the university as a full-time professor, he worked for 11 years at the Foreign Investment Institute of Portugal, namely as research director. He served as President of the European International Business Academy in 1993, and is now a member of the Fellows of the Academy.

Rudolf R. Sinkovics is Professor of International Business at Manchester Business School, UK, where he is currently Head of the Comparative and International Business Group and Director of the MBS-CIBER (Centre of International Business Research). He has previously held a number of visiting scholar positions, including at Michigan State University,
the University of Oklahoma, USA, and at the University of Otago in Dunedin, New Zealand. His research centers on inter-organizational governance, the role of ICT, and research methods in international business. He received his PhD from Vienna University of Economics and Business (WU-Wien), Austria. His work has been published in international business and international marketing journals such as *Journal of International Business Studies, Management International Review, Journal of World Business, International Business Review, Journal of International Marketing,* and *International Marketing Review.* He also serves on the editorial boards of international journals including *International Business Review, Journal of World Business, Critical Perspectives of International Business,* and *der Markt.* He teaches in the areas of global marketing, multinational management and research methodology.

**Carl Arthur Solberg** is Professor of International Marketing at BI Norwegian School of Management, Oslo, Norway. He holds a Licenciés Sciences Économiques from L’Université de Neuchâtel, Switzerland and a PhD from Strathclyde University, Glasgow, UK. His teaching covers areas such as international marketing, international contract negotiations, and international market research. His research interests cover marketing strategies in globalizing economies, cultural impact on buyer behaviour, information behaviour of internationalizing firms, and exporter–middleman relationships. His publications include more than 80 papers, articles, and book chapters in refereed conferences, journals, and books. He has twice received the best paper award in the *Journal of International Marketing* and has been nominated in the *Asia Pacific Journal of Management* – 2007 among the 30 most published researchers in international business in the 1996–2006 period. He is a reviewer for several management journals and sits on the editorial board of the *Journal of International Marketing.* He has 10 years of previous experience with the Export Council of Norway and in the petrochemical industry. He also serves as the chairman of the board of two companies.

**Kadri Ukrainski** holds a PhD and an MA degree from the University of Tartu and is currently working as a Senior Researcher of Innovation Management at the Faculty of Economics and Business Administration at the University of Tartu (Estonia). She is teaching courses on the economics and management of the public sector and also technology and innovation policy, but her main research has been focused more on innovation policy issues and innovation in firms. She has conducted research in knowledge economics, with particular emphasis on knowledge as a source of innovation; sectoral innovation systems with the focus on low- and medium-technology industries; but also science and innovation policy.
She has actively participated in international research projects such as the EU 6th FP Project ‘Understanding the Relationship between Knowledge and Competitiveness in the Enlarging European Union’, the PRIME Network of Excellence projects ‘Public Funding of Research in CEEC countries’ and ‘EUMIDA: European Universities Micro Data Feasibility Study for Creating a European University Data Collection’. She has also participated in several sectoral studies of the timber and machinery industries in Estonia.

Terhi J. Vapola holds a DSc in international business from Aalto University, Finland, an MSc degree in industrial economics, and a BSc in electrical and electronic engineering. Her research focuses on the strategic management of partnerships between MNCs and born globals. She gives special emphasis to research questions related to generating competitive advantage through external innovation in global high-velocity industries. Currently, she is CEO of a start-up in a global high-tech industry. Prior to founding her start-up, she had 15 years’ successful and broad leadership experience in various director positions at Nokia, focusing on strategic partnerships and tech-oriented acquisitions.

Tiia Vissak holds a PhD and an MA degree from the University of Tartu and is currently working as a senior researcher of international economics and business at the Faculty of Economics and Business Administration at the University of Tartu (Estonia). She teaches courses on different issues in international economics and business. Her main research interests are different forms of linear and nonlinear internationalization (the pace, country, and market entry/operation mode selection, success factors, reasons for de- and re-internationalization), international entrepreneurship issues (the role of managers and other actors in internationalization, the role of subsidiaries in foreign owners’ networks, and the factors impacting on that role), networks and strategic alliances (the roles of different actors and factors, the reasons for relationship dissolution), transition economies and case studies as a research methodology. She has been active in several research projects. She is a reviewer for several journals including *International Business Review* and the *Journal of East–West Business*. She is a supervisor of X. Zhang.

Xiaotian Zhang has been a PhD student at the Faculty of Economics and Business Administration, University of Tartu (Estonia) since 2009. He holds an MA degree from the Belarus State Economic University and has also studied architecture in China. He lectures on doing business in China. His main research interests are different definitions and forms of internationalization, deviations from conventional internationalization paths,
entry/operation mode and target country selection in internationalization, and the activities of Chinese SMEs in Central and Eastern European transition economies and vice versa. He is the founder and CEO of OÜ Raatuse International Trade (offering business consulting to Baltic and Belorussian firms entering China and Chinese firms entering the Baltic and Belorussia). He has also worked with the International Relations Office of the University of Tartu in developing the university’s cooperation with Chinese universities. In addition, he is a part-time columnist of Asian business for an Estonian business paper Aripaev, a business weekly Arileht and a Latvian business weekly Lietiska Diena.

Huan Zou is a senior lecturer in international management in the Department of Financial and Management Studies at the School of Oriental and African Studies, University of London, UK. She completed her PhD at Manchester Business School, University of Manchester (UK). Her research focuses on international market entry strategies, internationalization of knowledge-intensive firms from emerging economies, knowledge acquisition and learning in international investment, and new venture financing, networks with venture capitals and growth strategies. She has published in journals such as the Journal of World Business, Management International Review, International Journal of Research in Marketing, International Marketing Review, and Asia Pacific Journal of Management.