
Contents

<i>List of contributors</i>	vii
<i>Preface</i>	xviii
PART I EXTENDING THEORETICAL AND CONCEPTUAL THINKING ABOUT EMERGING MARKETS	
1 How do emerging markets differ from developed markets? A conceptual and empirical analysis	3
<i>Olga E. Annushkina, Hemant Merchant, Renata Trinca Colonel and Elena Berselli</i>	
2 Heterogeneous economic space in a global archipelago: an economic-geography perspective of emerging markets	38
<i>Claes G. Alvstam, Patrik Ström and Robert Wentrup</i>	
3 Institutional theory and institution building in emerging economies	62
<i>Len J. Treviño</i>	
4 Emerging market multinationals and theory development: a multi-theoretical approach	88
<i>Alvaro Cuervo-Cazurra</i>	
5 Learning from sustainability initiatives in emerging markets	117
<i>Karin Braunsberger and Richard O. Flamm</i>	
PART II OPERATIONAL PRACTICES IN EMERGING MARKETS AND THEIR IMPLICATIONS	
6 Mapping institutional influences on multinational firms' R&D investments in emerging markets: the case of India	139
<i>Krishnan Nair, Jaideep Prabhu and Hemant Merchant</i>	
7 Brand management practices in an emerging country market	153
<i>Ekrem Tatoglu, Mehmet Demirbag and Daragh O'Reilly</i>	

vi	<i>Handbook of contemporary research on emerging markets</i>	
8	Employability of older workers in a changing labor market: the case of a post-Soviet country <i>Rūta Kazlauskaitė, Irena Pupienienė and Ilona Bučiūnienė</i>	174
9	Establishment mode strategy of multinational enterprises in the emerging economies: influences of and the moderating interrelationship between cultural distance and economic freedom <i>Ahmad Arslan and Jorma Larimo</i>	196
10	Drivers and strategies of international service firms in emerging markets <i>Michael Wendelboe Hansen, Peter D. Ørberg Jensen and Bent Petersen</i>	223
PART III LOOKING FORWARD: ECLECTIC PERSPECTIVES ON EMERGING MARKETS		
11	Emerging paradigms of corporate governance and managerial professionalization in family firms <i>Kavil Ramachandran, Shefali Joshi and Navneet Bhatnagar</i>	251
12	Multi-level reputation influences on Latin America's inward and outward foreign direct investment <i>William Newburry and Abraham Soleimani</i>	269
13	The internationalization of hidden champions: setting the context for advancing research on emerging market strategies for German Mittelstand firms <i>Christian Landau, Amit Karna and Florian Täube</i>	292
14	Managing at the edge of chaos: Middle East North Africa – perspectives for international management <i>Melodena Stephens Balakrishnan</i>	317
15	Government policy uncertainty and corporate investment in emerging markets <i>Chaiporn Vithessonthi</i>	355
	<i>Index</i>	369