Contributors

Pál Belyó was educated at the Corvinus University Budapest (CUB), where he received his MSc and Dr oec. (Economics) degrees. In 1981, he received his CSc (PhD) degree in Economic Sciences from the Hungarian Academy of Sciences. Between 1997 and 2009, he was the founder and Chief Executive Director of the Institute for Economic Analysis and Information Technology (ECOSTAT) of the Hungarian Central Statistical Office (HCSO), following which, between 2009 and 2010 he served as President of the HCSO. Dr Belyó is a renowned expert on the Hungarian economy and has published extensively on this subject. He was awarded the CUB Kaldor prize (Economist of the Year 2002) and the HCSO Fényes Elek prize in 2007. Currently, he is Director of the Policy Agenda Research Company in Budapest and Professor at Budapest College of Management in Hungary.

Funda Celikel Esser is a policy analyst at the Joint Research Centre of the European Commission. Prior to joining the Commission, she held research posts at the European Foundation for the Improvement of Living and Working Conditions (Eurofound) in Dublin, Jean Monnet Centre of Excellence and Capgemini Consulting in Berlin and Centre for European Policy Studies (CEPS) in Brussels. Funda has co-authored several science and policy papers and articles on innovation efficiency, the link between innovation performance and governance, European innovation policies, born global enterprises, flexicurity measures, public sector restructuring and its effects on the workforce and labour markets, and has presented her work at high-level academic conferences such as the 2014 World Entrepreneurship Conference and 2014 Industrial Relations in Europe Conference.

Nuno Fernandes Crespo holds a PhD in Management from ISEG – School of Economics and Management of the University of Lisbon, Portugal. Currently, he is Assistant Professor at ISEG and teaches courses related to entrepreneurship and entrepreneurial marketing. His main research areas are international business, entrepreneurship and international entrepreneurship, with a focus on firm actions that facilitate the internationalization process. He has presented his research at several international academic conferences.

Kalanit Efrat (PhD, 2008, University of Haifa, Israel) is a senior lecturer of marketing and head of the marketing programme at the Ruppin Academic

Center, Israel. She serves as a visiting lecturer at the University of Haifa, Israel, and at the University of Agder, Norway. Her research focuses on subjects relating to international marketing management and marketing strategy with a strong emphasis on innovation. Her research has been published in the *Journal of World Business*, *Technovation*, and *International Marketing Review*, among others.

Margarida Fontes is a researcher at the National Laboratory of Energy and Geology (LNEG) and associate researcher at DINÂMIA'CET-IUL, the Centre for Socioeconomic Change and Territorial Studies in Portugal. She has a PhD in Management of Innovation from the University of Manchester, UK. Her main research interests are knowledge dynamics, sustainability transitions and scientific entrepreneurship. She conducts research on the process of knowledge production and dissemination in emerging fields (biotechnology, renewable energies), with particular emphasis on the roles played by new firms and by scientists, and on networks as locus of knowledge circulation and innovation. She has published and participated in national and international research projects in these fields.

Susan Freeman, Associate Professor, is the Director of the International Business Research Group (IBRG) and is the Discipline Leader for International Business in the Adelaide Business School, at the University of Adelaide, Australia. She is the Vice-President of the Australian New Zealand International Business Association (ANZIBA). Susan took on the role as co-editor of *International Marketing Review (IMR)* in 2013. Susan holds a PhD in international marketing (Monash University, Australia) and her research focus is international business strategy including early accelerated internationalizing smaller firms, international entrepreneurship, services internationalization, CSR and emerging markets, with a particular interest in the Asian region, and on qualitative research methodologies.

Mika Gabrielsson is Professor of International Business and Sales Management at the University of Eastern Finland. Prior to this position he served for ten years as Professor at Aalto University, where he is now an Adjunct Professor. Also, he is affiliated as a Visiting Professor at the University of Portsmouth, UK. His teaching covers areas such as international business and sales management in the global context, and research interests include, among others, rapid globalization. He has published over 150 articles in refereed international journals and other publications. He is a frequent reviewer in many journals and serves, for instance, on the editorial board of *Industrial Marketing Management*. Before joining the

academic world he held several senior positions in purchasing and marketing of global high-tech companies.

Peter Gabrielsson is Professor of International Marketing at the University of Vaasa and Adjunct Professor of International Business at Aalto University School of Business, Finland. His teaching covers areas such as export and global marketing and his research interests include international entrepreneurship, globalization process of firms, born globals, globalizing internationals and global marketing strategies. He has led several large research projects such as the 'Born Globals: Growth Stages and Survival Project', financed by TEKES and published in journals including the Journal of International Marketing, Industrial Marketing Management, International Business Review, Management International Review and International Marketing Review as well as serving as editorial board member for the Journal of International Marketing and a reviewer in a number of international journals. He has extensive experience in senior management positions at Nokia and other global ICT firms.

Valeska V. Geldres is Professor of Marketing and is currently the Dean of the Law and Business Faculty at Universidad de La Frontera (Chile). Professor Geldres earned her PhD in Business Administration and Marketing from Universidad de Sevilla (Spain) and BA in Business Administration from Universidad Austral de Chile. She also completed a postdoctoral programme at the University of São Paulo (Brazil). Her research interests include international business, entrepreneurship, human capital and business history. She developed a born global firm and served as its export manager for Chilean products to Europe and the Middle East and currently serves as the CEO of this venture.

Geir Gripsrud has been Professor of Marketing at the BI Norwegian Business School since 1990. He has for several years served in various management positions in the school (e.g., Dean of Bachelor Studies, Dean of Master of Science Studies). His research interests initially focused on retailing and distribution channels, but he later turned more towards international business—related topics like exporting, FDI and country image. His research has appeared in journals such as International Journal of Research in Marketing, International Journal of Physical Distribution & Logistics Management, Journal of International Business Studies and Journal of Business Research.

Birgit Hagen is Assistant Professor of International Entrepreneurship and International Marketing at the University of Pavia. She received her PhDs from the Vienna University of Economics and Business and from the University of Pavia. Her research interests fall at the intersection of small

firm internationalization and international entrepreneurship. Her work has been published in the *International Business Review*, *Management International Review* as well as in several book chapters. She received the Palgrave Macmillan award for the best paper at the 2011 conference of the UK Chapter of the Academy of International Business, Edinburgh for a paper co-authored with Antonella Zucchella.

Auke Hunneman is Associate Professor at BI Norwegian Business School, Oslo and Adjunct Associate Professor at the University of Stavanger, Norway. He also is Associate Dean for the Bachelor of International Marketing at BI Norwegian Business School. He obtained his PhD at the University of Groningen, the Netherlands. His research interests are retailing, store image, market response models, spatial econometrics, social networks, network dynamics, strategic alliances and marketing accountability.

Seung Hoon Jang, PhD (in Business, University of Nebraska-Lincoln), is an Assistant Professor of Management at the Bloomsburg University of Pennsylvania. He has served with the Samsung Economic Research Institute (SERI), the largest private think tank in Korea, as a research analyst. He has published several journal articles, led conference proceedings and presentations, discussing strategic management, technological innovation, entrepreneurship and global leadership practices. He is currently a member of Beta Gamma Sigma and Decision Science Institute.

Marian V. Jones is full Professor of International Business and Entrepreneurship at the Adam Smith Business School at the University of Glasgow, Scotland. Her research concerns the international growth and development of new and small firms. Her theoretical contributions reflect temporal and spatial aspects of internationalization, and draw on knowledge, capabilities and cognitive reasoning theories.

Saara Julkunen holds a DSc in Management of SMEs from the University of Eastern Finland (UEF). Currently, she is an Assistant Professor in International Sales and the Deputy Head of the Business School at UEF. Her teaching focuses on an extensive view of multifaceted international sales work and sales management in different kinds of companies and cross-cultural environments. She also does research related to sales processes, customer—seller relationship development, interorganizational collaboration and entrepreneurship in different sales organizations. She has participated in several EU projects established to fund sales education at the University of Eastern Finland. She has a business background as a hypermarket retailer and entrepreneur.

Jung Seek Kim, PhD (University of Texas at Dallas) is Associate Professor of Marketing at the College of Business at Bloomsburg University of Pennsylvania. His research interests include e-commerce/digital marketing, international marketing/emerging markets, information search/decision rules/choice behaviour, and cross-cultural difference in consumer behaviour.

Salman Kimiagari is a PhD candidate at the Business School of Laval University (FSA), Canada. He earned his Bachelor's degree in Industrial Management from the Faculty of Management of University of Tehran and MBA from the College of Engineering of the University of Tehran. He is a student member of the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation (CIRRELT). Since 2012, he is affiliated as lecturer with FSA in several courses such as operation management, international business and strategic management. For over six years he also served as a consultant to industries, ministries and organizations in Iran. His research interest areas are focused on international business, market engineering, business design and operation research. He has published several articles in refereed international journals and conferences. He is a frequent reviewer for several international conferences.

Olli Kuivalainen, DSc (Economics), is Professor of International Marketing and Entrepreneurship at the School of Business at Lappeenranta University of Technology (LUT), Finland. His expertise covers broad areas of international business, marketing, entrepreneurship and technology management and their interfaces. He has published in journals such as Journal of World Business, Journal of International Marketing, Technovation, International Marketing Review, International Business Review, International Journal of Production Economics and Journal of International Entrepreneurship, among others.

Miria Lazaris was awarded her PhD in International Business from Monash University, Australia in 2011. Her research interests include born global SMEs, internationalization, top management, networks, food and beverage sector, entrepreneurship and international business theory. Miria is a Teaching Associate within the Faculty of Business and Economics at Monash University. In addition to her work at Monash University, Miria is an Adjunct Lecturer for the Master of International Business programme at the University of Adelaide.

Leonidas C. Leonidou (MSc, PhD University of Bath, UK) is a Professor of Marketing at the University of Cyprus and a Visiting Principal Research Fellow in Marketing at Leeds University Business School, UK. Before joining academia, he worked as a marketing analyst/consultant for many

companies in the Middle East, Eastern Europe and Eastern Mediterranean. His current research interests are in the areas of international marketing/purchasing, relationship marketing, strategic marketing, socially responsible marketing and marketing in emerging economies. He has published extensively in these fields and his articles appeared in both academic journals and practitioner journals. He has also written chapters and books on marketing. He is on the editorial boards of various journals.

Nicolas Li has recently received his PhD in Management from the University of Glasgow Adam Smith Business School, where he grew his research interests in international entrepreneurship and SMEs internationalization. He also attended the University of Aberdeen, UK (MSc), and the University of British Columbia, Canada (BA). He has recently published in the *International Marketing Review*.

Irene Mandl is Research Manager at the European Foundation for the Improvement of Living and Working Conditions (Eurofound). She works in policy-oriented socioeconomic research in the field of employment and the labour market as well as entrepreneurship. Some of her major research topics refer to small and medium-sized enterprises (SMEs), restructuring and structural change, business start-ups and transfers, internationalization, specific forms of entrepreneurship (e.g., one-person enterprises, family businesses, ethnic entrepreneurship, born globals), corporate social responsibility and HR management (e.g., skills development, age management, financial employee participation etc.). She investigates policies and strategies of public authorities and social partners related to a wide spectrum of employment issues as well as on company practices regarding labour aspects.

Izaias Martins (PhD) is Associate Professor at EAFIT University, Colombia. He received his PhD in Entrepreneurship and Business Management and his Master's in Entrepreneurship, Strategy and Management from the Autonomous University of Barcelona (Spain). He has participated in several research projects of recognized institutions such as the Global Entrepreneurship Monitor (GEM), the Institute of Regional and Metropolitan Studies of Barcelona and the Latin American Association of Schools of Management and Accounting (ALAFEC). Research interests include entrepreneurship, intrapreneurship, international entrepreneurship and informal venture capital.

István Molnár was educated at the Corvinus University Budapest (CUB), Hungary, where he received his MSc and Dr oec. (Economics) degrees. He completed his postdoctoral studies in Darmstadt, Germany, and took part in different research projects in Germany in the 1980s and 1990s. In

1996, he received his CSc (PhD) degree in Economic Sciences from the Hungarian Academy of Sciences, and in 2012 his Dr Habil. in Informatics Science from the CUB. His main fields of interest are mathematical modelling, software technology and application of IT/IS in business and education. Dr Molnár's educational activities include teaching in different higher educational institutions in Europe, the Middle East and in the USA.

Benoit Montreuil is Professor in the Faculty of Business at Université Laval in Québec, Canada, since 1988. He holds the Canada Research Chair in Interconnected Business Engineering. He has previously held positions at UOTR, Canada and Purdue University, USA. He is a member of the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation (CIRRELT). He teaches global business design in Laval's MBA programme. His main research interests lie in developing concepts. methodologies and technologies for creating, optimizing, transforming and enabling businesses and value creation networks to thrive in a fastevolving world. He has published 250 scientific publications and delivered 240 scientific communications. He has extensive advisory, entrepreneurial and collaborative research experience with industry.

Nurul Efifi Mohamad Ngasri (Fifie) is a PhD student of International Business (IB) supervised by Associate Professor Susan Freeman (IB), Dr Chris Medlin (Marketing) at the University of Adelaide and Dr Miria Lazaris (IB), Monash University, Australia. Her primary research interest revolves around international entrepreneurship, more importantly on SMEs from the emerging markets and how their survivability factors may differ from SMEs from the developed markets. As a consequence, her research is primarily driven by network dynamics of SMEs, effectuation and causation principles of entrepreneurship and dynamic capabilities of firms.

Alojzy Z. Nowak, PhD, is a Professor of Economics, educated in Poland, USA, England, Belgium and Germany. He is currently Vice-Rector of the University of Warsaw. He teaches in Poland, France, England, South Korea, Nepal, China, Taiwan and USA and is on the editorial boards of Polish and international journals. He is author or co-author of more than 200 publications, and former adviser to the Polish prime minister. He is currently on the supervisory boards of several Polish and international banks and businesses, adviser of many Polish and international PhD students and leader and primary investigator of many EU and NATO grants.

Jonathan Ohn, PhD (Lehigh University, USA), is a Professor and Department Chair of Finance at the College of Business of Bloomsburg University of Pennsylvania. His teaching areas include investments, financial management and international finance and he has appeared twice each in Who's Who Among America's Teachers? and Who's Who in American Education? He has publications in finance and economics both in national and international journals – Economics Letters, The Econometrics Journal, Business and Economic Review, New York Economic Review, Journal of Business and Economics, Northeastern Journal of Business, Economics, and Technology, and International Journal of Manpower, among others.

Kaisu Puumalainen, DSc (Technology), is Professor in Technology Research in the School of Business at Lappeenranta University of Technology, Finland. Her areas of research interest include entrepreneurship, innovation, strategic orientations, sustainability and internationalization. She has published more than 50 articles on these issues in *Journal of the Academy of Marketing Science, International Journal of Research in Marketing, International Business Review, European Journal of Marketing* and *Technovation*, among others.

Markus Raatikainen is a project researcher and lecturer at the University of Eastern Finland. He holds a Master's degree in Economics and Business Administration, and since 2013 he has been a PhD student in the International Business and Sales Management programme. His main research interests are decision-making logic and networking in international new ventures, and he is especially interested in the internationalization processes of high-technology firms originating in small, open economies. He has presented his research at international conferences such as the annual conferences of the European International Business Academy and the Industrial Marketing and Purchasing Group. Based on these conference research papers, he is currently finishing his first article for publication.

Alex Rialp-Criado (PhD) is Associate Professor in Business Organization at the Business Department of Universitat Autònoma de Barcelona, Spain. His research focuses on strategic internationalization of SMEs, export marketing management and international entrepreneurship (born globals/international new ventures) from both developed and emerging/transition economies, and also investigates knowledge and IT management. He is author and/or co-author of different books, book chapters and articles published in both leading national and international academic journals such as Journal of International Marketing, International Business Review, International Marketing Review, European Management Journal, Transformations in Business and Economics, European Journal of International Management, Advances in International Marketing, Journal of International Entrepreneurship, Journal of Knowledge Management, and

Journal of Global Marketing, among others. Dr Rialp-Criado also serves as editorial review board member and ad hoc reviewer for different academic journals.

Sami Saarenketo is Professor of International Marketing at the School of Business, at Lappeenranta University of Technology, Finland. 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, Management International Review, European Business Review, European Journal of Marketing* and *Journal of International Entrepreneurship*, among others.

Saeed Samiee (PhD, Ohio State University) is the Collins Professor of Marketing and International Business at the University of Tulsa, USA. Prior to joining TU as the Director of the International Management Center, he was a member of the faculty at the University of South Carolina. His research is focused on topics related to international marketing and business. His most recent research addresses deliberate product cannibalization by Western and Chinese firms operating in China. He has contributed to scholarly journals in marketing and international business as an author and a member of 13 editorial review boards. He has been a visiting scholar and has lectured at business schools in over a dozen countries.

Rotem Shneor is an Associate Professor in International Management at the University of Agder's School of Business and Law in Norway. He also serves as the Academic Director of the Centre for Entrepreneurship at the University of Agder, and as the Head of the Nordic Crowdfunding Alliance. His research focuses on subjects relating to international and cross-cultural marketing, Internet marketing, and internationalization, as well as cognitive aspects of entrepreneurship, entrepreneurship education, new venture finance and crowdfunding. His research has been published in Cross Cultural Management, Entrepreneurship and Regional Development and Journal of Product & Brand Management, among others.

Vítor Corado Simões is Professor at ISEG – Lisbon School of Economics and Management, University of Lisbon, Portugal. His main research areas are international management and innovation management, namely MNCs, MNC subsidiaries and born globals. He coordinated the research project on 'COTEC Portugal: The Innovative SME Network' (2010), and been member of the international evaluation team of research at the University of Uppsala, Sweden (2012). He has great international experience as consultant to OECD, UNIDO and the European Commission (chair of the CREST/EU Working Group on SMEs and Innovation, and member of the advisory team to Directorate-General for Research

and Innovation on Regional Innovation Strategies – 2013). He has been involved in PROINNO/TrendChart on Innovation and is now correspondent to the Research & Innovation Observatory policies. Professor Simões served as President of the European International Business Academy in 1993 and is now member of the Fellows of the Academy.

Carl Arthur Solberg entered academia after ten years in business. His PhD was earned at Strathclyde University, Glasgow. His publications centre on internationalization and international marketing and more specifically strategy development in globalizing markets. He has won best paper awards in the *Journal of International Marketing* (1997 and 2002) and European International Business Academy (EIBA) (2008) and was ranked the second most prolific researcher in international marketing in 2008 in *Asia Pacific Journal of Management*. He sits on the board of directors of several SMEs engaged in international markets.

M. Cristina Stoian is a lecturer in International Business at Brunel University, London. Her research interests include SME internationalization, international entrepreneurship, international business-to-business relationships and professional business advisers for SMEs.

Lasse Torkkeli is a post-doctoral researcher since 2014 at the School of Business, in Lappeenranta University of Technology, Finland. His PhD dissertation, completed in 2013, examined the concept of network competence in internationally operating small and medium-sized enterprises (SMEs), in particular its development and influence on internationalization outcomes of Finnish and Russian SMEs. His current research interests relate to SME internationalization, dynamic capabilities in the context of international business, business networks and networking, and cultural aspects in international business, particularly in business-to-business interaction. He has previously published, for example, in the *Journal of International Entrepreneurship* and in the *European Management Journal*.

Yancy Vaillant (MA, PhD) is Associate Professor at ESC-Rennes School of Business (EQUIS, AMBA, AACSB), France and the Universitat Autònoma de Barcelona, Spain. He directed the Global Entrepreneurship Monitor (GEM) for Catalonia and has collaborated with the OECD on topics related to territorial policy and governance. He has participated in several research projects for the European, Spanish or Catalan administrations that study and formulate policy recommendations in areas related to territorial strategy, entrepreneurship and the promotion of innovation-based development. Vaillant is a graduate of Concordia University (Canada) and earned his PhD from the University of Barcelona. He has postgraduate certificates from both Växjö University (Sweden) and the

MIT Sloan School of Management (USA). He was also trained as an entrepreneurship educator at Babson College (USA).

Antonella Zucchella is Full Professor of Marketing at the University of Pavia, Italy and Senior Scholar at the Anglia Ruskin University in Cambridge, UK. She is also visiting Professor at the University of Strasbourg, France. She is the author of several articles and books on firm internationalization and entrepreneurship and is involved both in national and in European research projects on international marketing and on entrepreneurship.