

Contents

<i>List of contributors</i>	vii
<i>Preface</i>	x
PART I ECONOMIC GROWTH AND INTERNATIONALIZATION	
1 Forging ahead with innovation: the importance of institutions and factor markets to the continued development of the BRICS <i>Ben L. Kedia, Rama Krishna Reddy, and Tsvetomira V. Bilgili</i>	3
2 Internationalization of firms from emerging markets: summary of findings based on three meta-analyses <i>Ahmet H. Kirca</i>	24
PART II SOCIAL CONTEXT AND ENVIRONMENTAL SUSTAINABILITY	
3 Sustainability in the BRICS and beyond: an examination of the Sustainability Society Index <i>Mark Peterson and Melissa Bishop</i>	41
4 Environmental sustainability as competitive driver in emerging markets <i>Rahul Mitra</i>	65
5 Gender balance and economic outcomes in Russia, India, and China <i>Prabir C. Bhattacharya</i>	86
PART III LIBERALIZATION AND ENTREPRENEURSHIP	
6 Liberalization of the electricity market in Russia: the tool of the growing democracy or dictatorship? <i>Irina Naoumova</i>	97

7	Startup development, investments, and growth barriers <i>Margarita Zobnina</i>	111
PART IV MARKETING IN EMERGING MARKETS		
8	Forging global B2B relationships through effective communication <i>Sandra S. Graça</i>	127
9	The demonstration effect of consumption across cities in China: evidence from the automobile market <i>Yiping Song, Chenxi Li, and Joseph Pancras</i>	143
10	Customer orientation in emerging markets: concepts and empirical tests <i>Alexander G. Rozhkov, Maria M. Smirnova, and Vera A. Rebiazina</i>	170
	<i>Index</i>	191