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Emerging Economies and Multinational Enterprises

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Editors

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EMERGING ECONOMIES AND MULTINATIONAL ENTERPRISES

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ADVANCES IN INTERNATIONAL MANAGEMENT

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This volume is dedicated to our colleague Alan M. Rugman (1945–2014). He will be remembered as one of the true innovators and drivers of the field of international business and a mentor and role model for many of the authors included in this and many other volumes of Advances in International Management.

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Prior to publishing this volume, the editors hosted a two-day conference (September 27–28, 2014) on the topic of Emerging Markets and Multinational Enterprises at Northeastern University in Boston, Massachusetts. The conference was co-sponsored by the Center for Emerging Markets at Northeastern University, the Center for International Business Studies at Texas A&M University, and Emerald Group Publishing.

The conference gave the opportunity to the authors to present, refine, and integrate their ideas. The editors would like to thank all the conference participants – authors, discussants, guest speakers, and attendants – for their valuable time and contributions, which greatly enhanced the quality of the volume. We extend our special thanks to Dean Hugh Courtney, Dean of the D’Amore-McKim School of Business for hosting the conference; Ravi Ramamurti, Sheila Puffer, and Dan McCarthy for their time and stimulating contributions as guest speakers; and Joseph A. Clougherty, Denise Dunlap, Wenxin Guo, Kiattichai Kalasin, Grigorios Livanis, Tatiana S. Manolova, Valentina Marano, and Jay Mulki, for their invigorating feedback as discussants of the presented papers.

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EDITORS' INTRODUCTION

We are pleased to present our sixth volume as co-editors of the *Advances in International Management* series. We took over the series in 2009 with the goal of publishing collections of cohesive papers that focus on influential theories and areas of research in international business and management. We wanted to provide a forum for scholars of the field to discuss novel ideas and present thought-provoking findings on a variety of topics. By acknowledging that authors have many outlets to publish their work, we wanted to enhance the reputation of this series by collecting exceptional theoretical analyses and empirical studies from leading and emerging experts of the field. Our previous volumes focused on topics ranging from the general state of research in International Management over location aspects, institutional theory, meta-analysis in IM research to the structure of multinational companies. We hope that the series has developed its niche as an essential outlet for groundbreaking ideas and has been complemented other publication formats in the field, such as journals, books, and conference proceedings.

The main section of this volume focuses on Emerging Economies and Multinational Enterprises. We invited Elitsa R. Banalieva of Northeastern University, an expert on emerging economies, as a special co-editor of this volume. The chapters in the volume cover the opportunities and challenges of multinational enterprises that consider emerging economies as their destinations or their homes. The chapters have been written by a diverse group of international scholars who have been studying emerging economies and the implications of local institutional conditions for multinational and other firms.

OVERVIEW OF VOLUME 28

Part I of this volume is dedicated to our annual feature from a leading scholar. The 2014 Recipient of the PWC Strategy& Eminent Scholar in International Management Award was Professor Pankaj Ghemawat of

IESE and New York University. Professor Ghemawat was honored by this Award by the International Management Division of the Academy of Management at its annual conference in Philadelphia. His acceptance speech reveals why he received the award. It is a mixture of sophisticated evidential inquiry as to the need to think differently about the nature of global industry structure and the meaning and drivers of globalization. The speech is followed by the commentaries by two colleagues: David J. Collis from Harvard Business School and Africa Ariño from IESE.

Part II of this volume includes 15 chapters on *Emerging Economies and Multinational Enterprises*, the theme of this year's volume. We started out the process by posting a Call for Papers on professional e-mail lists. We organized a conference at Northeastern University in September 2014, which was attended by about 30 prospective authors, discussants, and other conference participants. The main part of the editorial process was the reviews and revisions of completed chapters. The majority of accepted chapters went through two or three rounds of revisions before their final acceptance. We felt fortunate to receive high-quality submissions and to have the opportunity to work with an outstanding group of researchers who worked diligently on the drafts of their chapters. We hope the readers of this volume will find several thought-provoking theoretical ideas, discussions, reviews, and reports of empirical research in the 16 chapters that will provide the foundation for future research projects and doctoral dissertations on emerging economies.

Laszlo Tihanyi
Torben Pedersen
Timothy M. Devinney
Series Editors

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