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**News / Information****Call for Papers****International Marketing Review****Special Issue:*****Internationalization Patterns of Small and Medium-Sized Enterprises*****Deadline: 30 June 2011**

After more than two decades of research on the internationalization of small firms and new ventures, the literature characterizes several stereotypical patterns (or paths or pathways) of SME internationalization with respect to timing of entry, geographic range and intensity of commitment to foreign markets. These international patterns are the focus of this special issue.

Within the field of international marketing, the origin of literature on internationalization patterns is the notion of ‘stage models’, which characterize internationalization as an incremental and linear trajectory during which firms progress from limited exploration of international markets through various stages of increasing commitment as they learn and gather resources (Johanson/Wiedersheim-Paul 1975; Johanson/Vahlne 1977/2009). This incremental model describes one possible internationalization path.

The phenomenon of ‘born-global’ firms or other types of international new ventures, in which firms commit to international markets soon after founding, is frequently posited as a challenge to traditional stage models (Oviatt/McDougall 1994; Knight/Cavusgil 1996) and may be seen as another internationalization path. From an international marketing perspective the choice between these two-ends-of-the continuum is clear: a firm either concentrates first on a few markets and conducts marketing activities in those markets, or it rapidly diversifies into a large number of markets and conducts marketing activities in all of them (Mas et al. 2006).

However, internationalization is more complicated than a simple process of market selection: the level of internationalization does not necessarily steadily increase. Firms can retrench or ‘de-internationalize’ (Benito/Welch 1997), they can internationalize rapidly after a long period of domestic focus (Bell et al. 2001), and there may be several episodes of internationalization that eventually emerge as a long-term pathway of internationalization (Jones/Coviello 2005). The longitudinal development of internationalizing SMEs, and the performance

implications of different internationalization pathways, is under-researched. Zahra and George (2002), for example, in their review focusing on international entrepreneurship, pose the question of ‘what happens after the internationalization’ and conclude that only a few studies look at this issue. There is still a paucity of empirical research on whether accelerated internationalization (or other internationalization path) does, in fact, play a role in determining long-term survival, success and/or growth. The few studies that have been conducted often report findings that are contradictory or ambiguous (Bloodgood et al. 1996) or are based on small samples (Gabrielsson et al. 2008).

Consequently, the objective of this special issue is to present studies that explicitly deal with the internationalization patterns (or paths/pathways) of internationalizing SMEs (e.g., international new ventures, born-global firms, born-again global firms), and to consider the antecedents and consequences/performance outcomes of internationalization patterns.

### **Research questions**

Manuscripts are solicited on topics related to the issues described above and including:

- Longitudinal studies focusing on internationalization patterns, paths and pathways of SMEs, born-global firms, international new ventures and born-again globals
- Modeling and describing internationalization patterns, paths and pathways
- Typologies of internationalization paths
- Studies which focus on time and internationalization patterns, paths and pathways
- Studies that compare the characteristics and performance of SMEs that follow different internationalization paths/pathways
- Studies focusing on phases of firms’ international development and the growth of SMEs
- Studies focusing on which ways the path/pathway influences the performance of the firm
- Studies focusing on long-term outcomes of ‘born-globalness’ (and/or other international paths/pathways)
- Contributions to methodology for research on patterns, paths and pathways of internationalizing SMEs
- Multi-country comparative studies of internationalization patterns
- Marketing strategy implications of international pathways
- Internationalization pathways and strategic flexibility
- Causes of antecedents to internationalization pathway choice
- Requirements for successful internationalization via alternative pathways

- Contingency models of internationalization pathways
- Different internationalization pathways and the global recession

Authors are not limited to these topics. Both conceptual and empirical papers are welcome.

### **Guidelines for submissions**

All papers will be subjected to double-blind peer review.

Author guidelines for prospective contributors are available at <http://www.emeraldinsight.com/imr.htm>.

Papers should be submitted via the Manuscript Central online submission system: <http://mc.manuscriptcentral.com/imrev> (select the correct special issue from the drop-down menu during submission).

For more information, or to discuss the potential fit of your research with the theme of the special issue, contact Olli Kuivalainen ([olli.kuivalainen@lut.fi](mailto:olli.kuivalainen@lut.fi)).



## **Call for Papers**

### **Journal of Product Innovation Management**

#### **Special Issue:**

#### ***Innovations for and from Emerging Markets***

**Deadline: 31 December 2011**

In recent years emerging markets have transformed the global competitive landscape. With an explosion in market growth rates, a burgeoning pool of fervent skilled labor, and low factor costs, countries such as China and India have beckoned almost every single developed country multinational (DMNC) to pay serious attention to the new opportunities they have unleashed. In addition, their home conditions are now a catalyst for spawning a new set of emerging country multinationals (EMNCs), fast becoming formidable competitors to DMNCs. With these trends, the need to develop new and exciting products has never been greater. These changes also portend profound implications to the management of innovation in global firms. Older mind sets in the DMNCs that relied on extending product life-cycles or making superficial adaptations to meet emerging country demands beg to be replaced by newer approaches. Firms

in emerging markets may no longer survive without learning how to serve global customers. And indeed we are now witnessing some pioneers in the developed world using emerging markets as a crucible for ideas to generate high value/low cost innovations or reverse innovations that have a global impact. Similarly, some pioneering EMNCs are fast learning what it takes to innovate for customers in the developed world.

To understand these new trends in innovation, this special issue aims to present research on the state of the art practices of innovating for and from emerging markets. Contributions may address but are not limited to the following **topics**:

- Success factors for developing innovations for emerging markets
- Innovations along the value chain to cater to the needs of emerging markets
- New business models for emerging markets
- Managing R&D in emerging markets
- Implementation of global innovation processes
- Disruptive innovations from emerging markets
- Initiating and managing reverse innovation
- Innovation strategies of EMNCs
- Overcoming intra-company obstacles to low cost innovations
- Differences in the internationalization of innovation between DMNCs and EMNCs

We would like to encourage submissions that can provide a unique perspective using diverse methodological approaches, and interdisciplinary/international/industry-academic co-author teams. All submissions will be subject to the standard double-blind review process followed by JPIM. All manuscripts must be original, unpublished works that are not concurrently under review for publication elsewhere.

An electronic copy of the paper should be submitted to **hernst@whu.edu**, **mohan.subramaniam@bc.edu**, or **anna.dubiel@whu.edu** by **December 31 2011**.

All submissions should conform to the JPIM manuscript submission guidelines available at **<http://www.pdma.org/journal/AuthorInfo.pdf>**.

**-Announcement-****Emecon*****A new Journal for the Study of the Economic Life  
in Central and Eastern Europe***

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