Contents

1 International Business in the Context of Emerging Markets
   S. Raghunath and Elizabeth L. Rose

Part I International Strategy in the Emerging-Market
   Context: The Big Picture

2 Taking Stock of the Principal–Principal Agency Perspective:
   A Review and the Way Ahead
   Kshitij Awasthi

3 Internationalization of Emerging-Market Firms:
   The Contingent Role of Board Capability
   Sandeep Sivakumar, Sreevas Sahasranamam,
   and Elizabeth L. Rose

4 Research in Multipoint Competition: What Do We Know
   and Where Are We Headed?
   Rupanwita Dash
Part II  Strategic Changes in Organizational Forms 93

5 Internalization of IJVs and Institutions 95
Shailen Kumar Dalbehera, S. Raghunath, R. Srinivasan, Murali Patibandla, and V. Nagadevara

6 Do Spin-Offs Really Create Value? Evidence from India 129
Venkatesh Kambla

7 The Influence of Liabilities of Origin on EMNE Cross-Border Acquisition Completion 143
Shobhana Madhavan and Deepak Gupta

8 International Strategic Alliances for Innovation in the Indian Biotechnology Industry 175
Thomas Joseph and S. Raghunath

Part III  Entrepreneurship and Exporting 191

9 Emerging-Market Born Globals: The Influence of Product-Related Factors on Internationalization Mode in the Indian Apparel Industry 193
S. Raghunath and Krishna Kumar Balaraman

10 Innovation and Entrepreneurship in the Informal Economy: Insights from the Ground Zero 215
Pavan Soni

11 Determinants of Export Performance: An Empirical Analysis of the Indian Pharmaceutical and Automobile Industries 241
Satyanarayana Rentala, Byram Anand, and Majid Shaban
<table>
<thead>
<tr>
<th>Part IV</th>
<th>Finance and Technology</th>
<th>259</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>FDI and Economic Growth Nexus for the Largest FDI Recipients in Asian Emerging Economies: A Panel Co-integration Analysis</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td><em>Preeti Flora and Gaurav Agrawal</em></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Global Financial Markets Integration: A Comparative Study Between Developed and Emerging Economies</td>
<td>277</td>
</tr>
<tr>
<td></td>
<td><em>Gaurav Agrawal</em></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Vicious Cross-licensing Strategy for Technology Spread: Case Study of Samsung Electronics</td>
<td>301</td>
</tr>
<tr>
<td></td>
<td><em>Baba Gnanakumar</em></td>
<td></td>
</tr>
<tr>
<td>Part V</td>
<td>Managing People in Emerging-Market Firms</td>
<td>317</td>
</tr>
<tr>
<td>15</td>
<td>Repatriates' Organizational Commitment in the Indian Information Technology (IT) Environment</td>
<td>319</td>
</tr>
<tr>
<td></td>
<td><em>Krishnaveni Muthiah and B.R. Santosh</em></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Challenges in Employee Engagement in Emerging Economies</td>
<td>335</td>
</tr>
<tr>
<td></td>
<td><em>Arun Sacher and Ankur Lal</em></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>The Combined Use of Formal and Informal Ethics Training in the Indian IT Companies</td>
<td>361</td>
</tr>
<tr>
<td></td>
<td><em>Pratima Verma and Siddharth Mohapatra</em></td>
<td></td>
</tr>
</tbody>
</table>
18 Leadership Excellence in Organizations in the Mekong Region: A Comparative Study of Thailand, Cambodia, Lao, and Vietnam
Christopher Selvarajah and Denny Meyer

Part VI Doing Well or Doing Good? Two Views of CSR in India

19 Mandated Corporate Social Responsibility (mCSR): Implications in Context of Legislation
Kajari Mukherjee

20 Connecting the Base of the Pyramid to Global Markets Through E-commerce: A Case Study of BAIF (India)
Raji Ajwani-Ramchandani

Index