

## RESEARCH IN GLOBAL STRATEGIC MANAGEMENT VOLUME 13

## REGIONAL ASPECTS OF MULTINATIONALITY AND PERFORMANCE

## **EDITED BY**

## ALAN M. RUGMAN

Indiana University, USA



Amsterdam - Boston - Heidelberg - London - New York - Oxford Paris - San Diego - San Francisco - Singapore - Sydney - Tokyo JAI Press is an imprint of Elsevier

CONTENTS .	
LIST OF CONTRIBUTORS	ix
PREFACE	xiii
INTRODUCTION Alan M. Rug man	
PART A: BRINGING THE REGIONAL DIMENSION INTO MULTINATIONALITY AND PERFORMANCE	
THE EVOLUTIONARY OR MULTI-STAGE THEORY OF INTERNATIONALIZATION AND ITS RELATIONSHIP TO THE REGIONALIZATION OF FIRMS  Far ok J. Contractor  ,	11
MULTINATIONALITY AND REGIONAL	

11

31

45

CONTENTE

PERFORMANCE, 2001-2005

Alan M. Ragman and Chang Hoon Oh

EXPLORING TRENDS IN REGIONALISATION
Thomas Osegowitsch and Andre Sammartino

vi CONTENTS

THE GEOGRAPHIC ORIENTATION OF MULTINATIONAL ENTERPRISES AND ITS IMPLICATIONS FOR PERFORMANCE Anthony Goerzen and Christian Geisler Asmussen	65
THE REGIONAL NATURE OF MNE ACTIVITIES AND THE GRAVITY MODEL Walid Hejazi '	85
PART B: ISSUES'IN THE THEORY AND MEASUREM OF MULTINATIONALITY AND PERFORMANCE	ENT
THE EMPIRICS OF MULTINATIONALITY AND PERFORMANCE Harry P. Bow en	113
PERFORMANCE EFFECTS OF INTERNATIONALIZATION STRATEGIES: A META-ANALYSIS Andreas Bausch, Thomas Fritz and Kathrin Boesecke	143
INTERNATIONALIZATION AND PERFORMANCE: THE MODERATING ROLE OF STRATEGIC FIT Fabienne Fortanier, Alan Muller and Rob van Tulder	177
INTERNATIONALIZATION OF INDIAN FIRMS: REGIONALIZATION PATTERNS AND IMPACT ON . PERFORMANCE	
Vikas Kumar and Ajai S. Gaur  THE LOCATION AND PERFORMANCE OF FOREIGN	201
AFFILIATES IN GLOBAL CITIES  Lilach Nachum and Clifford Wymbs	221

*Contents* vii

<b>PART</b>	' C:	<b>TESTS</b>	OF	THE	REGI	ONAL	ASPECTS	$S \in$	)F
MI	JLT	INATIO	NA]	LITY	AND	PERF	ORMANC	E	

TESTING THE GLOBAL AND REGIONAL STRATEGIES OF MULTINATIONAL ENTERPRISES Lei Li and Dan Li	263
THE REGIONAL DIMENSION OF UK MULTINATIONALS Alan M. Rugman, Alina Kudina and George S. Yip	297
INTRA-REGIONAL SALES AND PERFORMANCE Nessara Sukpanich	317
TESTING REGIONAL EFFECTS IN THE INTERNATIONALIZATION-PERFORMANCE RELATIONSHIP IN ASIAN SERVICE FIRMS Stephen Chen	337
INTRA-REGIONAL SALES AND THE INTERNATIONALIZATION AND PERFORMANCE RELATIONSHIP Nicole Richter	359
AUTHOR INDEX	383
SUBJECT INDEX	391