

International Marketing Research: A State-of-the-Art Review and the Way Forward

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Abstract The chapter provides a systematic review of 1722 international marketing articles published in the top six international business journals during the period 1995–2015. The analysis focuses on five major areas: profiles of authors involved in international marketing research; major contributors of international marketing articles based on their productivity and impact; structural characteristics of articles published on international marketing; articles with the greatest impact in the international marketing field; and specific themes of international marketing research covered and their evolution over time. The analysis revealed that the international marketing field has experienced a significant proliferation during the investigation period as demonstrated by its continuous refinement, improved quality, and extensive topical coverage. Fruitful directions for future research on the subject are discussed.

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1 Introduction

Engaging in international marketing activities has been an issue of major concern for many firms due to the fact that it offers profit and growth opportunities, exploit economies of scale, diversify business risks, gain expertise and know-how, and improve competitive advantage (Czinkota & Ronkainen, 2013). This is particularly true in recent years, during which the business environment has become more globalized, competitive forces have intensified significantly, and the pace of technological growth has reached incredible levels (Hollensen, 2017). These developments have not remained unnoticed by business scholars, who since the early 1960s have embarked on studies researching international marketing issues that have taken many different directions and expanded exponentially during the last few decades. As a result, a plethora of articles have been published on the subject, which have contributed to making international marketing an established field of academic inquiry within the overall international business discipline (Leonidou, Barnes, Spyropoulou, & Katsikeas, 2010; Malhotra, Wu, & Whitelock, 2005, 2013).

Several attempts have been made in the past to review, assess, and consolidate the inventory of knowledge accumulated in international marketing, either covering broad developments in the field (e.g., Albaum & Peterson, 1984; Cavusgil & Nevin, 1981; Li & Cavusgil, 1995) or focusing on specific strands of research (Aaby & Slater, 1989; Bilkey, 1978; Miesenböck, 1988; Theodosiou & Leonidou, 2003). Despite their usefulness, these reviews do not account for recent developments in international marketing. Moreover, with a few exceptions, they do not show trends within the field. Furthermore, they pay little attention to the profile of contributors and characteristics of manuscripts written on the subject, as well as to the specific international marketing topics covered. Finally, they provide little guidance as to how research on the subject should evolve in the future.

The purpose of this chapter is to fill these gaps in the literature, by reviewing recent developments in international marketing developments, reported in the top international business journals during the period 1995–2015. This will help to provide a more complete view of trends in the field, as well as a clearer guidance for future research on the subject. Specifically, we want to shed light on the following issues: (a) to evaluate the profile of authors involved in research on international marketing; (b) to identify the major contributors of publications in the field and rank them according to their research productivity; (c) to assess the structural characteristics of articles written on the subject; (d) to trace those articles that have made the greatest impact on the international marketing field; and (e) to review the thematic areas of international marketing covered and how these evolved over time.

Such an assessment exercise will be beneficial for various interested parties. First, it will provide researchers with an inventory of knowledge, which will serve as a point of reference for further research efforts. It will also supply marketing educators with useful material about current themes in international marketing that could be used in classes for teaching purposes. Business managers will also be

furnished with new ideas relating to global marketing trends, which would help them to better prepare their marketing approaches to foreign markets. Finally, it will provide input to public policymakers, on the basis of which they can design their assistance and promotion policies offered to firms engaged in international business operations.

The remainder of this chapter is organized in five sections. The method used in undertaking this review of the international marketing research is first explained. Next, we present the findings of the study conducted, with regard to authorship profile, most prolific authors, article characteristics, most cited articles, and thematic areas covered. Then, we summarize the findings of the review and offer directions for future research. The next section provides implications for international marketing scholars. Finally, we present the limitations of the study.

2 Methodology

The study covers all international marketing articles published in the top six international business journals, namely *Journal of International Business Studies*, *Journal of World Business*, *Management International Review*, *Journal of International Marketing*, *International Marketing Review*, and *International Business Review*. Since other review studies have already covered the early periods of this research (which made its appearance in the early 1960s), we have concentrated on reviewing articles published during the period from 1995 to 2015. This is a sufficiently long time-frame to incorporate a sizeable state-of-the-art knowledge on the subject and establish trends. Only manuscripts of a conceptual, empirical, methodological, or meta-analytical/review nature were included in the analysis, while editorials, case studies, educational insights, or reply comments were excluded.

Eligible articles were identified using a combination of electronic and manual literature search methods. Electronic searching, particularly as regards articles published in the *Journal of International Business Studies*, *Journal of World Business*, *Management International Review*, and *International Business Review*, was carried out using various bibliographic databases, such as ABI-INFO, JSTOR, and SCIENCE DIRECT. Keywords like ‘global marketing’, ‘international marketing’, ‘multinational marketing’, and ‘export marketing’, were employed to electronically trace articles of relevance to the review. Articles that could not be retrieved electronically were identified manually from other sources (e.g., the list of references of articles) and were obtained from libraries. In total, 1783 articles were found relevant for the purposes of our review, while an in-depth examination of the full content of each article reduced this number to 1722, as some of the studies did not have a clear international marketing status.

The articles collected were categorized into three time periods, namely 1995–2001 (535 articles), 2002–2008 (568 articles), and 2009–2015 (619 articles). Notably, there was a slight increase in international marketing articles published in

the top six international business journals over time, reflecting a growing interest by scholars in shedding light on this important area of marketing and international business. In terms of contribution, the *International Marketing Review* (622 articles) and *Journal of International Marketing* (411 articles) were the major publication outlets for these articles due to the fact that they specialize in international marketing issues. The contribution of the remaining four journals, which have a broader international business nature, was as follows: *International Business Review* (282 articles), *Journal of International Business Studies* (170 articles), *Journal of World Business* (141 articles), and *Management International Review* (95 articles) (see Table 6).

Each international marketing article was subsequently content analyzed by two experienced researchers under the supervision of an academic with extensive knowledge of content analysis. Both coders underwent rigorous training, in order to understand how to code the information contained in each article. For this purpose, we have developed a coding protocol consisting of three parts: (a) *author profile*—number of authors, number of institutions, number of authors' country base(s), location of authors, number of authors' disciplines, and type of authors' discipline; (b) *article characteristics*—nature of articles, target audience, number of tables/graphs, number of pages, and number of references; and (c) *thematic areas*—a list of 33 international marketing topics classified into 12 groups (plus a miscellaneous category).

The workability of the coding protocol was tested with a small sample of articles, and the instrument employed revealed no particular problems. To increase consistency in interpreting the information extracted from the articles, a special manual was prepared, incorporating operational definitions for each item that had to be analyzed. The two coders worked independently and transferred the information contained in each article onto the coding protocol. Inter-coder reliability tests for each item used revealed an agreement of 87–93% between the coders, which reflects satisfactory levels. All discrepancies identified were resolved with the assistance of the supervisor, while the data from the finalized coding protocols were used for statistical analysis based on descriptive statistics.

3 Findings and Discussion

This section presents the findings of our review of the international marketing research published in the top six international business journals. This is organized into five major areas: author profile, most prolific authors, article characteristics, most influential articles, and key thematic areas.

3.1 Author Profile

The overwhelming majority of articles on international marketing were written by more than one author, while single authorships accounted for 16.2% of the total (see Table 1). Single-authored manuscripts, as well as collaborations between two authors, were more prevalent during the period 1995–2001 (reaching 73.2%), but

Table 1 Authorship profile of international marketing articles published during the period 1995–2015

Authorship profile	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
<i>Number of authors</i>				
One	16.2	26.7	12.7	10.3
Two	38.8	46.5	40.0	31.0
Three	30.7	20.7	33.3	37.0
Four or more	14.3	6.0	14.1	21.6
<i>Number of institutions</i>				
One	34.6	46.5	32.4	26.2
Two	39.2	39.3	42.4	36.2
Three	19.6	12.7	19.7	25.4
Four or more	6.7	1.5	5.5	12.3
<i>Number of countries</i>				
One	62.8	75.0	62.7	52.5
Two	29.8	21.5	31.5	35.4
Three	6.2	3.4	4.4	10.2
Four or more	1.2	0.2	1.4	1.9
<i>Location of authors</i>				
North America	42.8	55.8	45.4	32.2
Europe	34.4	26.9	29.7	43.2
Asia	13.7	10.2	14.8	15.0
Africa	0.3	0.3	0.3	0.3
Australia	8.2	6.2	9.5	8.5
Latin America	0.6	0.6	0.3	0.9
<i>Number of disciplines</i>				
One	51.8	54.6	48.2	52.7
Two	23.1	18.7	24.6	25.5
Three	2.8	2.1	1.8	4.5
Four or more	0.2	0.2	0.0	0.3
Not available	22.1	24.5	25.4	17.0
<i>Type of discipline</i>				
Marketing	65.4	65.8	62.1	68.2

(continued)

Table 1 (continued)

Authorship profile	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
International business	17.0	13.1	15.7	21.5
Management	13.3	10.7	13.4	15.5
Other business	7.1	7.3	7.4	6.8
Other non-business	4.3	2.6	3.3	6.6
Not available	22.0	24.5	25.2	17.0

over time these were substantially reduced, gradually being replaced by articles written by three authors or more. One possible explanation for the increasing tendency toward multiple authorships can be ascribed to the increasing level of sophistication, complexity, and heterogeneity of this field of research, which requires the collaboration and joint efforts of several people to carry out the various research tasks.

More than a third (34.6%) of the articles were written by authors from the same academic institution, while about two-fifths (39.2%) involved authors from two different institutions. Collaboration of authors from three or more institutions was recorded in just 26.3% of the articles reviewed, although a steady increase has been observed over time (reaching 37.7% during the period 2009–2015). The latter trend provides an indication that research interest in international marketing issues is spread over many different universities around the world. The top institution involved in this line of research during the period under examination was Michigan State University.

More than three-fifths (62.8%) of the international marketing articles were written by scholars based in a single country, while another three-tenths (29.8%) involved researchers from two countries. Notably, authorships from single countries showed a downward trend over time (from 75.0% in 1995–2001 to 52.5% in 2009–2015), while the reverse trend has been observed for articles written by authors coming from two different countries (from 21.5% in 1995–2001 to 35.4% in 2009–2015). The incidence of collaboration among authors located in three countries or more was at a very low level (7.4%), although there has been a rising tendency over time. This increase in cross-country research collaboration has to a great extent benefitted from the advancement of communication technologies, like web conferencing, cloud storage, and instant messaging, which facilitate closer interaction and data sharing between researchers located in different countries.

More than two-fifths (42.8%) of the authors were located in North America (primarily in the U.S.), while more than a third (34.4%) were based in Europe (mainly the United Kingdom). Interestingly, there has been a sharp reduction in contributions from North American-based researchers (from 55.8% in 1995–2001 to 32.2% in 2009–2015), as opposed to an increase in articles by European-based

researchers (from 26.9% in 1995–2001 to 43.2% in 2009–2015). The share of Asian-based researchers was quite low (13.7%), although there has been an increase in recent years (particularly among Chinese scholars) to study the involvement of companies from Asian emerging economies in international business. Researchers from Australia have also made a notable contribution to international marketing research (8.2%), while articles by researchers from other parts of the world represented a small proportion.

More than half (51.8%) of the international marketing articles examined were published by authors belonging to a single discipline. Collaborations between researchers from two different areas accounted for only 23.1% of the articles, although there was a rising tendency for such collaborations (from 18.7% in 1995–2001 to 25.5% in 2009–2015). Articles written by authors representing three disciplines or more were a relatively low proportion (3.0% of the total), and this was more evident during the period 2009–2015. To some extent, this mixture of researchers from different disciplines reflects the complexity and multifaceted nature of international marketing phenomena, as well as the need to give more push to this field of research by injecting ideas from other areas.

As expected, marketing was the driving force behind international marketing research, as demonstrated by the fact that in almost two-thirds (65.4%) of the articles the authors had a marketing background. Scholars with an international business discipline accounted for 17.0% of the articles, while their involvement in writing international marketing articles has increased over time (from 13.1% in 1995–2001 to 21.5% in 2009–2015). Authors with a management background contributed 13.3% of the articles and their contributions had also experienced an upward trend over time (from 10.7% in 1995–2001 to 15.5% in 2009–2015). Input from other business and non-business areas was evident in a much lower proportion of articles (7.1 and 4.3% respectively).

3.2 Most Prolific Authors

Altogether, the 1722 international marketing articles covered by the review were written by 2333 scholars, that is, on average 0.74 articles per author. Notably, the top 30 authors were responsible for writing 444 (25.8%) of these articles, which denotes that many authors have produced only a few articles published in the top six international business journals (see Table 2). This list contains the names of some of the pioneering researchers in the field (e.g., S. Tamer Cavusgil, Laurence S. Welsh, Susan P. Douglas, C. Samuel Craig, Michael G. Harvey, Saeed Samiee, Michael R. Czinkota, and Lance Eliot Brouthers). It also incorporates those who were attracted to the discipline, inspired by the work of these pioneers (e.g., David A. Griffith, Leonidas C. Leonidou, Adamantios Diamantopoulos, Constantine S. Katsikeas, Bodo B. Schlegelmilch, Chris Styles, and Aviv Shoham). Another group of researchers (e.g., Shaoming Zou, Matthew J. Robson, Gary A. Knight, and Carlos M.P. Sousa) followed the tracks of their supervisors.

Table 2 Most prolific authors of international marketing articles published during the period 1995–2015

	Author	Institution	Country	Absolute number of articles	Adjusted number of articles	Number of Google Scholar citations
1.	S. Tamer Cavusgil	Georgia State University	USA	50	17.55	6044
2.	David A. Griffith	Lehigh University	USA	44	18.08	4231
3.	Leonidas C. Leonidou	University of Cyprus	Cyprus	28	12.90	4302
4.	Adamantios Diamantopoulos	University of Vienna	Austria	27	11.01	3657
5.	Masaaki Kotabe	Temple University	USA	25	9.42	4765
6.	Constantine S. Katsikeas	University of Leeds	United Kingdom	24	10.37	3939
7.	Janet Y. Murray	University of Missouri-St. Louis	USA	19	8.00	1939
8.	Susan P. Douglas	New York University	USA	17	8.00	2297
9.	Lawrence S. Welch	University of Melbourne	Australia	17	6.53	2416
10.	Paul D. Ellis	Hong Kong Polytechnic University	Hong Kong	16	13.5	1830
11.	C. Samuel Craig	New York University	USA	16	7.17	2045
12.	Bodo B. Schlegelmilch	WU Vienna	Austria	16	6.42	1966
13.	Shaoming Zou	University of Missouri	USA	16	5.87	2743
14.	Rudolf R. Sinkovics	University of Manchester	United Kingdom	16	5.53	1049
15.	Matthew J. Robson	University of Leeds	United Kingdom	15	5.37	729
16.	Saeed Samiee	University of Tulsa	USA	14	7.25	1178
17.	Aviv Shoham	University of Haifa	Israel	14	6.67	1480
18.	Chris Styles	University of Western Australia	Australia	14	6.08	1387
19.	Michael G. Harvey	University of Arizona	USA	14	6.00	1012

(continued)

Table 2 (continued)

	Author	Institution	Country	Absolute number of articles	Adjusted number of articles	Number of Google Scholar citations
20.	Michael R Czinkota	Georgetown University	USA	13	7.33	715
21.	Gary A. Knight	Willamette University	USA	13	5.92	5345
22.	David K. Tse	University of Hong Kong	Hong Kong	13	4.83	2788
23.	G. Tomas M. Hult	Michigan State University	USA	13	4.53	847
24.	Carlos M. P. Sousa	Durham University	United Kingdom	12	5.50	764
25.	Attila Yaprak	Wayne State University	USA	12	5.50	592
26.	Yigang Pan	York University	Canada	12	5.00	2300
27.	Lance Eliot Brouthers	Kennesaw State University	USA	12	4.58	1603
28.	Preet S. Aulakh	York University	Canada	12	4.28	2647
29.	Charles R. Taylor	Villanova University	USA	12	4.12	1324
30.	Lianxi Zhou	Brock University	Canada	11	4.58	1958

*Based on 1722 articles published in the top six international business journals by 2333 authors

Most (15) of the prolific authors were based in the U.S., which is consistent with the earlier finding that North America has the lead in the production of international marketing articles. The remaining prolific authors were located in the United Kingdom (4), Australia (2), Austria (2), Canada (2), Hong Kong (2), Israel (1), and Cyprus (1). In the case of four contributors, namely S. Tamer Cavusgil, Leonidas C. Leonidou, Constantine S. Katsikeas, and Mathew J. Robson, these had an affiliation with the University of Leeds. Two other authors (i.e., Susan P. Douglas and C. Samuel Craig) were affiliated with New York University, while another two (i.e., Preet S. Aulakh and Yigang Pan) worked at York University. All remaining prolific authors had no connection as regards their institutional affiliation.

The top six authors in the field, based on their total individual contributions to international marketing articles, in descending order, were the following: S. Tamer Cavusgil (50), David A. Griffith (44), Leonidas C. Leonidou (28), Adamantios Diamantopoulos (27), Masaaki Kotabe (25), and Constantine S. Katsikeas (24).

Their combined publication output accounted for 11.5% of the total number of the articles reviewed. With regard to the adjusted number of publications (where the number of authors in each article is taken into consideration), the order of the top six contributors is as follows: David A. Griffith (18.08), S. Tamer Cavusgil (17.55), Paul D. Ellis (13.5), Leonidas C. Leonidou (12.9), Adamantios Diamantopoulos (11.01), and Constantine S. Katsikeas (10.37).

Using the Google Scholar citations database, we have subsequently assessed the impact of the publication work of the top 30 authors. Collectively, these were responsible for more than three-tenth (31.5%) of the total citations attracted by all of the articles reviewed, which further justifies their leading role in the international marketing field. In descending order, the six most influential scholars were: S. Tamer Cavusgil (6044 citations), Garry A. Knight (5345 citations), Masaaki Kotabe (4765 citations), Leonidas C. Leonidou (4302 citations), David A. Griffith (4231 citations), and Constantine S. Katsikeas (3939 citations).

3.3 Article Characteristics

About four-fifths (79.2%) of the articles reviewed were based on empirical studies, with an increasing tendency to use this type of articles over time (from 71.2% in the period 1995–2001 to 85.0% in the period 2009–2015) (see Table 3). Conceptual writings represented only a seventh (14.0%) of the total, which, however, exhibited a downward trend (from 18.3% in the period 1995–2001 to 13.9% in the period 2009–2015). Review and meta-analytical studies accounted for 2.6% (and were particularly evident in recent years), which demonstrates an ongoing effort to assess and consolidate the generation of knowledge in the international marketing field. With regard to purely methodological studies, these had only a marginal role to play in this line of academic inquiry (found in only 0.7% of the articles).

The target audience for the majority (22.7%) of articles examined was exclusively the academic community, as opposed to 3.0% that were purely targeting business practitioners. However, the bulk of the international marketing articles (74.3%) focused equally on both academics and practitioners. In fact, the tendency to target both of these groups has increased over time (from 66.0% in the period 1995–2001 to 81.1% in the period 2009–2015). This signifies the need to provide both theoretical and managerial implications from the study findings, an issue of rising importance for many journals.

In general, the international marketing articles reviewed were making extensive use of tables/graphs, as demonstrated by the fact that 71.2% of them contained three or more tables/graphs. Notably, the number of tables/graphs grew over time: while during the period 1985–1991 the share of articles incorporating five or more tables/graphs was 30.6%, in the last decade this rose to 42.5%. This can be justified by the need to summarize the knowledge on the subject, the increasing use and testing of conceptual models, and the presentation of results accruing from the

Table 3 Characteristics of international marketing articles published during the period 1995–2015

Article characteristics	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
<i>Nature of article</i>				
Conceptual	14.0	18.3	13.9	10.3
Methodological	0.7	0.9	0.9	0.3
Empirical	79.2	71.2	80.3	85.0
Review/meta-analysis	3.8	2.6	4.4	4.4
Other	2.3	6.9	0.5	0.0
<i>Target audience</i>				
Academics	22.7	26.0	23.9	18.7
Practitioners	3.0	8.0	1.6	0.0
Both	74.3	66.0	74.6	81.1
<i>Number of tables/graphs</i>				
None	4.6	8.4	3.7	2.3
1–2	24.1	26.7	28.0	18.3
3–4	36.0	34.2	36.6	37.0
5–6	20.7	18.5	18.7	24.6
7 or more	14.5	12.1	13.0	17.9
<i>Number of pages</i>				
9 or less	3.3	3.4	1.8	4.7
10–14	18.1	15.9	12.3	25.2
15–19	28.6	36.1	29.4	21.3
20 or more	50.1	44.7	56.5	48.8
<i>Number of references</i>				
9 or less	1.8	4.9	0.7	0.2
10–24	5.8	14.0	3.0	1.3
25–44	18.6	37.8	15.0	5.3
45 or more	73.8	43.4	81.3	93.2
<i>Number of citations</i>				
None	0.4	0.4	0.0	0.8
1–24	27.3	21.1	13.4	45.4
25–49	21.0	18.3	18.8	25.2
50–99	22.4	20.4	27.1	19.7
100 or more	29.0	39.8	40.8	8.7

employment of advanced analytical tools, like structural equation modeling analysis.

With regard to manuscript length, half (50.1%) of the international marketing articles reviewed had more than 20 pages, while articles having less than 10 pages accounted for 18.1% of the total. This can be attributed to the growing

sophistication of research on international marketing, which requires extensive theoretical backgrounds, detailed methodologies, multiple tables/graphs to present the results, and extensive discussion of the research findings. However, a trend toward smaller-sized publications was observed in recent years, probably due to journal editorial policies requiring authors to adhere to a certain number of pages.

The vast majority (73.8%) of the international marketing articles had 45 references or more, with a sharp increase over time (from 43.4% in the period 1995–2001 to 93.2% in the period 2009–2015). Articles with 24 references or less accounted for 7.4% of the total, and these experienced a dramatic increase in the last seven years. This tendency toward citing more references could be attributed to the need: (a) to offer more comprehensive literature reviews based on the accumulation of a substantial number of articles focusing on the subject; (b) to theoretically anchor the research problem and build comprehensive research hypotheses; and (c) to better explain and substantiate the specific research methodology employed.

Based on Google Scholar citations, we found that collectively the 1722 international marketing articles received approximately 171,458 citations up to the end of 2016. This means that the average number of citations per article is 99.6, which is quite high. Of these, a very small proportion (0.4%) did not receive any citation, while 48.3% of the articles had up to 49 citations (with this proportion being higher in recent years). Notably, about three-tenths (29.0%) of the articles (especially those published during the early years of the review period) had 100 citations or more, which indicates a very good impact.

3.4 Most Influential Articles

Based on the Google Scholar citations, we have identified the 25 most influential international marketing articles published during the period 1995–2015 (see Table 4). More than half (13) of these articles were published during the period 1995–2001, while the remainder (12) appeared during 2002–2008. Sixteen of these articles had an empirical status, four a conceptual nature, three were review papers, while another two were meta-analysis. Fifteen of the articles were published in the *Journal of International Business Studies*, the premier journal in international business. The remaining articles were published in the following journals: *International Business Review* (4), *International Marketing Review* (2), *Journal of International Marketing* (2), *Journal of World Business* (1), and *Management International Review* (1).

In descending order, the five most cited international marketing articles in the period under review were the following: Knight and Cavusgil (2004), focusing on the role of innovation and organizational capabilities in the development of born-global firms (2055 citations); Madsen and Servais (1997), examining the characteristics of the internationalization process of born global firms (1854 citations); Eriksson, Johanson, Majkgård, and Sharma (1997), highlighting the role of

Table 4 Most influential international marketing articles published during the period 1995–2015

	Authors (year)	Article title	Journal	Total citations	Average annual citation
1.	Knight and Cavusgil (2004)	Innovation, organizational capabilities, and the born-global firm	JIBS 35(2)	2055	186.8
2.	Madsen and Servais (1997)	The internationalization of born globals: an evolutionary process?	IBR 6(6)	1854	103.0
3.	Eriksson et al. (1997)	Experiential knowledge and costs in the internationalization process	JIBS 28(2)	1499	83.3
4.	Coviello and Munro (1997)	Network relationships and the internationalisation process of small software firms	IBR 6(4)	1489	82.7
5.	Coviello and McAuley (1999)	Internationalisation and the smaller firm: a review of contemporary empirical research	MIR 39(3)	1286	80.4
6.	Maignan and Ralston (2002)	Corporate social responsibility in Europe and the US: insights from businesses' self-presentations	JIBS 33(3)	1186	91.2
7.	Sheth and Parvatiyar (1995)	The evolution of relationship marketing	IBR 4(4)	1164	58.2
8.	Leonidou and Katsikeas (1996)	The export development process: an integrative review of empirical models	JIBS 27(3)	1123	59.1
9.	Peterson and Jolibert (1995)	A meta-analysis of country-of-origin effects	JIBS 26(4)	1057	52.8
10.	Zou and Stan (1998)	The determinants of export performance: a review of the empirical literature between 1987 and 1997	IMR 15(5)	1022	60.1
11.	Aulakh et al. (1996)	Trust and performance in cross-border marketing partnerships: a behavioral approach	JIBS 27(5)	977	51.4
12.	Habib and Zurawicki (2002)	Corruption and foreign direct investment	JIBS 33(2)	907	69.8
13.	Weerawardena and Mort (2006)	Investigating social entrepreneurship: a multidimensional model	JWB 41(1)	856	95.1
14.	Jones and Coviello (2005)	Internationalisation: conceptualizing an entrepreneurial process of behavior in time	JIBS 36(3)	826	82.6
15.	Knight (2000)	Entrepreneurship and marketing strategy: the SME under globalization	JIM 8(2)	811	54.1
16.	Dyer and Chu (2000)	The determinants of trust in supplier-automaker relationships in the US, Japan and Korea	JIBS 31(2)	808	53.9

(continued)

Table 4 (continued)

	Authors (year)	Article title	Journal	Total citations	Average annual citation
17.	Gwinner (1997)	A model of image creation and image transfer in event sponsorship	IMR 14(3)	799	44.4
18.	Coviello (2006)	The network dynamics of international new ventures	JIBS 37(5)	788	87.5
19.	Sharma and Blomstermo (2003)	The internationalization process of born globals: a network view	IBR 12(6)	766	63.8
20.	Simonin (1999)	Transfer of marketing know-how in international strategic alliances: an empirical investigation of the role and antecedents of knowledge ambiguity	JIBS 30(3)	764	47.7
21.	Tihanyi et al. (2005)	The effect of cultural distance on entry mode choice, international diversification, and MNE performance	JIBS 36(3)	756	75.6
22.	Steenkamp et al. (2003)	How perceived brand globalness creates brand value	JIBS 34(1)	726	60.5
23.	Moen and Servais (2002)	Born global or gradual global? Examining the export behavior of small and medium-sized enterprises	JIM 10(3)	721	55.5
24.	Pan and Tse (2000)	The hierarchical model of market entry modes	JIBS 31(4)	717	47.8
25.	Zhou et al. (2007)	Internationalization and the performance of born-global SMEs: the mediating role of social networks	JIBS 38 (4)	716	89.5

experiential knowledge and costs in the firm's internationalization process (1499 citations); Coviello and Munro (1997), investigating the role of network relationships in the internationalization of smaller firms (1489 citations); and Coviello and McAuley (1999), reviewing the empirical literature on the internationalization of smaller-sized firms (1286 citations).

Annual citation analysis again yielded Knight and Cavusgil's (2004) article in the first position (186.8 citations) and Madsen and Servais' (1997) article in the second (103.0 citations). However, three other new articles followed in rank: Weerawardena and Mort (2006), offering a multidimensional model on social entrepreneurship (95.1 citations); Maignan and Ralston (2002), focusing on corporate social responsibility across different foreign markets (91.2 citations); and Zhou, Wu, and Luo (2007), examining the internationalization of born global small and medium-sized enterprises (SMEs) and its impact on firm performance (89.5 citations).

A fifth of the 25 most influential articles focused on the ‘born global’ phenomenon, paying particular attention to the way born global firms become internationalized. Another popular topic, related to the previous one and referred to in three articles, concerned the internationalization process of firms in general. Three other articles focused on relationship marketing issues, particularly on the role of trust in forming and maintaining relationships with foreign partners. Other articles placed their emphasis on entrepreneurship (two articles), exporting (two articles), foreign market entry modes (two articles), and international strategic alliances (one article). Finally, four articles dealt with miscellaneous issues, such as corporate social responsibility across cultures, event sponsorship, brand globalness, and corruption in international markets.

3.5 Key Research Themes

Throughout the 21-year period examined, international marketing research has taken many and diverse courses of thematic development, with each gradually examining a variety of topics (see Table 5). The content of the international

Table 5 Thematic areas of international marketing articles published during the period 1995–2015

Thematic areas	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
General international issues	12.5	14.4	10.9	12.4
International trade analysis	0.9	2.8	0.2	0.0
Internationalization process	11.7	11.8	10.7	12.4
Internal company factors	20.3	17.8	20.2	22.6
Organizational	18.6	16.4	18.5	20.5
Managerial	2.9	2.8	2.6	3.2
Macro-environmental forces	13.8	18.1	14.1	9.7
Socio-cultural	8.0	7.5	10.0	6.6
Economic	3.8	6.2	2.8	2.7
Political legal	5.4	8.6	4.6	3.4
Technological	1.6	2.8	1.4	0.8
Task environment	10.9	13.5	9.5	9.9
Market characteristics	10.0	11.8	8.8	9.5
Competitor analysis	2.0	3.0	1.6	1.5
Marketing infrastructure	1.0	1.9	0.7	0.5

(continued)

Table 5 (continued)

Thematic areas	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
Marketing research	8.2	7.3	8.8	8.6
Methodological issues	4.7	5.1	4.4	5.0
Information acquisition/use	3.4	2.2	4.4	3.6
Buyer behavior	20.6	16.6	21.8	22.8
Consumer buyer behavior	18.6	13.8	20.6	21.0
Organizational buyer behavior	1.6	2.4	1.4	1.0
Country of origin effects	6.6	4.9	7.4	7.4
Global strategy issues	23.8	19.3	24.6	26.8
Global strategy formulation	3.5	3.7	3.9	3.1
Market segmentation/targeting	2.0	1.1	2.3	2.6
Performance implications	20.5	15.5	21.3	24.1
Foreign market entry	13.6	18.3	12.9	10.2
Foreign manufacturing	7.6	8.8	7.0	7.1
Exporting	6.4	9.5	6.2	3.9
Importing	1.2	2.4	0.7	0.6
Foreign marketing strategy/mix	15.2	20.4	14.6	11.1
Marketing strategy	4.3	5.8	3.0	4.2
Product/brand policy	3.9	4.5	4.8	2.6
Pricing	1.7	2.8	1.6	0.8
Distribution channels	1.9	3.4	2.3	0.5
Advertising and promotion	3.7	4.7	4.6	1.9
Selling and sales management	1.9	2.8	1.1	1.9
Specialized issues	28.0	25.4	28.3	30.0
Relationship marketing	17.5	13.8	19.2	19.1
Marketing ethics/green marketing	3.5	2.2	2.6	5.3
Information technology and internet	3.5	2.6	5.6	2.3
Planning and organization	3.3	6.2	1.8	2.1
Miscellaneous	8.4	8.8	8.1	8.4

marketing articles reviewed was categorized into 33 thematic areas, which fell into eleven broad groups: general international (2), internal factors (2), macro-environment (4), task environment (3), marketing research (2), buyer behavior (3), global strategy issues (2), foreign marketing entry (3), marketing mix (7), specialized issues (4), and miscellaneous (1). The contributions made to each of these thematic areas of international marketing are discussed in the following.

The first category refers to **general international issues**, and comprises two research topics: international trade analysis and the internationalization process. The former was only tangentially tackled (found in only 0.9% of the articles, especially in the early years of the period examined), and the focus was mainly on: the global or local analysis of certain industries (e.g., automotive, tourism), the examination of the general business climate, particularly in the aftermath of a change such as a financial crisis or economic transition, and the assessment of the market potential of a specific country or region. With regard to the latter, this has been widely studied (as indicated by the fact that slightly more than a tenth (11.7%) of the articles dealt with it. Some of the issues covered here concerned: determinants of and motives/barriers to internationalization; internationalization speed, early/late internationalization, and de-/re-internationalization; incremental and born-global patterns of internationalization; internationalization of specific types of firms (e.g., service, high-tech, electronic business); and internationalization to and from specific markets (e.g., emerging markets).

Internal company factors was an area that attracted a lot of attention by international marketing researchers (20.3% of the articles), which experienced growth over time. However, the emphasis was mainly on organizational issues (18.6% of the articles), such as the role of resources (e.g., financial) and capabilities (e.g., new product development), inter-functional integration within multinational enterprises (MNE), and the relationship between resources/capabilities, strategy, and performance. The role of managerial characteristics in international marketing was less frequently examined (2.9% of the articles), and these centered mainly on cross-cultural comparisons of managerial traits, the influence of managerial factors (e.g., knowledge, skills) on company internationalization, and the contribution of managerial factors to the development of international-related capabilities.

Macro-environmental forces were examined by 13.8% of the articles reviewed, although a downward trend has been noticed over time for almost all dimensions comprising it. Socio-cultural issues including the role of culture in shaping consumer behavior and buyer-seller interactions, as well as the impact of cultural distance on foreign market entry mode and firm performance, were the most commonly studied (8.0% of the articles). This was followed by political-legal aspects (5.4% of the articles), which primarily focused on the constraints imposed by political uncertainty/instability in entering foreign markets, international legal protection of trademarks and intellectual property rights, and regulations regarding

distribution and promotion in different countries. Only 3.8% of the articles dealt with the economic environment, and this mainly focused on differences in economic development levels, regional trade agreements, and free trade/investment. The least examined dimension of the macro-environment referred to technological issues (1.6% of the articles), with the emphasis on the influence of information/communication technologies on international marketing, as well as on differences in technology levels across countries and industries.

Slightly below the macro-environment was the emphasis on issues pertaining to the **task environment** in foreign markets (10.9% of the articles), which again showed a downward trend. Here, the lion's share was taken by the analysis of the market characteristics (10.0% of the articles), such as market dynamism, market uncertainty, market turbulence, and market heterogeneity, particularly as regards their contingent role in the strategy-performance relationship. Issues relating to competitors' analysis were examined by only 2.0% of the articles, with the emphasis being mainly on the influence of local or international competitive intensity on foreign entry mode, international marketing strategy, and financial performance. Marketing infrastructure was the least examined area (1.0% of the articles), which dealt primarily with the nature and development level of distribution channels and communication media, particularly in transition economies.

Marketing research issues were the object of 8.2% of the articles reviewed. The interest here was split between methodological issues (4.7% of the articles) and the acquisition/use of information (3.4% of the articles). In the former case, some of the issues examined concern variable measurement (e.g., operationalization, dimensionality, equivalence), the extension of scales from the US to the rest of the world, and generalizations in cross-cultural research. In the latter case, the emphasis was mainly on modes of information acquisition, international marketing information systems, and the role of international network actors in information generation.

Issues pertaining to the **buyer behavior** in international markets were the focus of a fifth (20.6%) of the articles, and the trend was to increase attention on them over time. Here, the interest was mainly in consumer buyer behavior (18.6% of the articles), with some of the topics addressed being: cross-cultural comparisons of consumer behavior as a response to marketing stimuli (e.g., new products, distribution outlets, advertising appeals); the effects of cross-country personal, social, and cultural factors on consumer behavior; and consumer behavior associated with global brands. Organizational buyer behavior issues, such as the evaluative criteria associated with the source country/suppliers, industrial purchasing process in an international context, and factors influencing industrial customer satisfaction, were studied on a less frequent basis (1.6% of the articles). Research on country-of-origin effects was the focus of 6.6% of the articles reviewed. Some of the topics discussed here were: the influences of macro- and micro-country images on cognitive, attitudinal, and behavioral responses of consumers; the direct and/or moderating effects

of demographic (e.g., education) and/or psychographic (e.g., ethnocentrism) characteristics of consumers on their buying behavior for foreign products/brands, and the role of brand origin recognition accuracy on consumer decision-making.

Global strategy issues attracted a great deal of attention in the international marketing articles reviewed, with the thrust of research being on the performance implications of the firm's strategic actions in foreign markets (20.5% of the articles). In fact, the importance of this topic has risen over time, with most of the emphasis being on predictors of international business performance, such as organizational resources and capabilities, foreign market entry mode, and international marketing strategy. Global strategy formulation issues were examined on a less frequent basis (3.5% of the articles) and these referred mainly to external and internal influences on the development of international strategy at corporate, firm, and functional levels. Market segmentation/targeting was the object of even fewer articles (2.0%), and the major issues addressed were: segmenting and profiling consumers within and across countries, foreign market concentration and diversification strategies, and performance implications of international market selection.

Although the way firms **enter foreign markets** has been a major challenge in international market operations, this was examined in only 13.6% of the articles. Surprisingly, this area of research exhibited a diminishing emphasis over time. Foreign manufacturing attracted most of the attention (reported in 7.6% of the articles), particularly as regards the foreign production location, the determinants (e.g., institutional, industrial, firm-specific) of production variants (e.g., joint venture versus wholly-owned subsidiary), and the timing of foreign manufacturing entry. Exporting was the second most studied topic (6.4% of the articles), with the most frequent issues addressed being: stimuli and barriers to exporting, institutional (home or host country) and organizational/managerial factors influencing export behavior, and export performance determinants. Importing was the most neglected topic (1.2% of the articles) and researchers dealt mainly with inward internationalization, motives/barriers to importing, and stages of foreign outsourcing.

Issues pertaining to the firm's **foreign marketing strategy/mix** were the object of 15.2% of the articles, although there was a decreasing emphasis on this thematic area over time. With regard to the overall marketing strategy (4.3% of the articles), some of the issues tackled referred to various drivers (e.g., environmental, organizational, managerial, product-related) of marketing strategy adaptation/standardization, the development of an international marketing strategy, and green strategic marketing aspects. Surprisingly, all elements of the marketing mix receive low attention, examined by less than 4.0% of the articles reviewed. Some of the issues addressed were the following: (a) product/brand policy: product/brand standardization versus adaptation, MNE product development strategies and simultaneous product launching, and international service quality; (b) pricing: drivers of international pricing strategies and practices, performance implications of pricing decisions, and the influence of pricing on international intermediary relationships; (c) distribution channels: determinants of channel integration in international markets, gray marketing, and the internet as a global distribution channel; (d) advertising and promotion: advertising standardization versus

adaptation in foreign markets, cross-cultural comparisons of consumer behavior concerning message appeals and execution, cross-cultural comparisons of advertisements in terms of message appeals and execution, and advertising in post-communist markets; and (e) selling and sales management: cross-cultural comparisons of sales management (e.g., control, compensation, performance), global key account management, and export sales management behavior (e.g., job satisfaction).

The largest category refers to various **specialized issues**, with relationship marketing being the most widely examined (17.5% of the articles). Here, the emphasis was on: behavioral interactions among international business partners, the impact of relationship atmosphere on social and financial performance, relational governance mechanisms between international business partners, and international network dynamics. Marketing ethics/green issues, although studied less frequently (3.5% of the articles) had a rising trend, and there the focus was mainly on cultural and personal determinants of the ethical/unethical behavior of international marketers, cross-cultural comparisons of corporate social responsibility marketing communications, and green and ethical consumer behavior in foreign markets. Research on information technology and the internet was also reported by 3.5% of the articles, with some of the issues addressed being: the information technology capabilities of firms, adoption of e-commerce by firms, and online consumer behavior. Finally, issues pertaining to planning and organization (such as formal versus informal planning of international marketing activities, organizational structure of MNEs, and control mechanisms for foreign market operations) were reported in 3.3% of the articles.

The final category covers a wide range of **miscellaneous** issues, identified in 8.4% of the articles examined. Some examples are the following: export promotion services, knowledge/technology transfers between international business partners, international business negotiations, event marketing in an international context, corporate identity and reputation in foreign markets, international implications of corporate sponsorships, cross-cultural differences in non-profit marketing, international business/marketing education, language/translation issues in international firms, and co-citation analysis of international marketing/business research.

4 Summary and Conclusions

Our review has amply demonstrated that international marketing research published in the top six international business journals during the period 1995–2015 has experienced a remarkable advancement. First, it has shown that there has been an increase in collaborative work among researchers through multiple authorships, as opposed to solo publications. There has also been a growing tendency toward joint work among scholars coming from different academic institutions, which is indicative of the fact that international marketing is now a core area of research activity in many universities around the globe. Research in the field has also

become more multinational in nature, as indicated by the participation of scholars from many different countries. More interdisciplinary work has also been observed, with the latest research on international marketing involving researchers coming from various business and non-business academic disciplines. All these are encouraging signs for the further proliferation of this line of academic inquiry, because of the pluralism of thinking how to approach international marketing issues, the ability to conduct research across different country settings, and the enhancement of knowledge through the cross-fertilization of theories, ideas, and experiences.

This review has also revealed a group of researchers who have made a significant contribution to international marketing research during the period under investigation. The fact that the top 30 scholars in the field engaged in research connected with a quarter of the total articles published on the subject, as well as with three-tenth of the citations received by these articles. This indicates that they are the driving force behind this line of research and their work has been the source of key influential ideas that have been guiding and inspiring other current or neophyte researchers with an interest in international marketing. Looking at the list of authors that follow in rank, it seems that there is a tendency for more young researchers to enter this leading group, which is encouraging for the further proliferation and continuous growth of this line of research.

A high proportion of the international marketing articles in the top six international business journals was of an empirical nature (with a rising tendency over time), which is indicative of the increasing 'scientific' orientation of this field of research, by applying new research techniques, testing theories, and discovering new knowledge. However, there is also a need for more conceptual articles, in order to contribute to the development of thought with new models and testable propositions, as well as for review/meta-analytical studies in order to assess the current status of various streams of research in the field and identify gaps that need to be filled. The very low proportion of methodological articles calls for more research to highlight methodological shortcomings and improve research designs. Other trends that indicate a tendency to increase the complexity, sophistication, and depth of this line of research have to do with growth in the size of publications, the incorporation of more tables and graphs, and the significant number of references used. It is also worth noting that the total impact of the international marketing articles reviewed (measured in terms of the citations received) has been substantial, which underlines the growing role that this line of research plays in the overall marketing and international business discipline.

Our review has identified certain articles that have greatly influenced academic thinking in international marketing and laid the foundations for future research. It seems that the 'born global' phenomenon has been the dominant issue in these top articles during the period reviewed, which has generated a big impact among researchers in the field. Following the tradition from the 1970s, the internationalization process of the firm has remained a topic of top priority, especially in conjunction with the rising topic of born-global firms. Of interest is also the fact that some of the top articles were within the sphere of relationship marketing, which

stresses the fact that behavioral factors can be of equal importance to economic factors in international business relationships.

With regard to the thematic areas covered, both the breadth and depth of international marketing research have expanded over time. In fact, there has been a spread of the topics on the subject. Thematic focus has varied by time period, with some topics showing declining trends (e.g., political-legal factors), others demonstrating upward trends (e.g., performance implications), while still other topics exhibiting an unclear developmental pattern (e.g., information technology and the internet). Of significance is the fact that there was a constant generation of new ideas for research on international marketing issues, the major sources being the mainstream marketing field, as well as other business (e.g., management) and non-business (e.g., psychology) fields. Finally, researchers in the field have proposed some useful ideas for future research on the subject. Some of these ideas identified in the most recent international marketing articles reviewed are summarized in Table 7.

5 Implications

Our review has some implications for the researchers in the international marketing field. For example, journal editors, book editors, and conference track chairs could encourage the development of thought in the field by directing research efforts to various understudied areas, such as international research methodological issues, branding in international markets, and foreign industrial buyer behavior. In this context, calls for special issues, setting appropriate conference themes, and organizing special interest groups or panel discussions would be helpful. They could also direct doctoral students to conduct research as part of their dissertations on novel international marketing topics, such as those identified by our review in Table 7.

Collaborations between disciplines, institutions, and countries would be helpful for the further advancement of the international marketing field. Although joint work between marketing scholars and international business/management has been common, more cooperation with broader disciplines (e.g., economics, psychology, sociology, and information technology) would also be beneficial. Institutional collaborations, both at national and international levels, can also be achieved through joint supervision of doctoral students, academic staff exchanges, and joint participation in externally funded research programs. This will not only help to expand the geographic scope of international marketing research to countries which have been understudied, but will also facilitate the transfer of knowledge from more developed to less advanced countries.

6 Limitations

Although our review provides a useful reference for both academics and practitioners in the field on how international marketing research has evolved over the period 1995–2015, its findings should be seen within the context of certain limitations. First, although we have identified a sizeable number of international marketing articles published in the top six international business journals, similar articles can also be found in other specialized (e.g., *Journal of Global Marketing*) or mainstream (e.g., *Journal of Marketing*) marketing journals. There are also international marketing-related studies published in books, edited volumes, and conference proceedings. Hence, our review does not cover all available knowledge on the subject, although it represents a significant part of it.

The emphasis of this review was mainly on assessing the characteristics of authors and manuscripts in international marketing research, as well as identifying key thematic areas and their trends. More light could be shed on this line of research by evaluating: (a) epistemological foundations and developments in this field of research; (b) the theoretical underpinnings and conceptualizations of studies conducted on the subject; and (c) the methodological characteristics of these studies in terms of scope, sampling, data collection, and analytical methods. To obtain the overall picture of the strength of the associations between international marketing constructs, it would be useful to aggregate and evaluate the findings of extant empirical studies using meta-analytical methods.

The findings of our review could be augmented with input, which could be directly derived from scholars specializing in international marketing. For example, a survey among academics could collect information about future areas of research that are deemed critical for the advancement of the international marketing field, as well as receive suggestions on how to improve methodologically (e.g., construct operationalization, data purification, analytical methods) studies on the subject. Forming a ‘think tank’, consisting of prominent international marketing scholars, would help to identify cutting edge areas of research and adopt a more systematic approach to understanding international marketing phenomena.

Appendix

See Tables 6 and 7.

Table 6 Top international business journal contribution to international marketing articles

Journals	Total (n = 1722) (%)	1995–2001 (n ₁ = 535) (%)	2002–2008 (n ₂ = 568) (%)	2009–2015 (n ₃ = 619) (%)
Journal of International Business Studies	9.9	11.4	10.2	8.4
Management International Review	5.5	4.1	6.7	5.5
Journal of International Marketing	23.9	24.3	25.0	22.6
Journal of World Business	8.2	7.1	6.3	11.0
International Marketing Review	36.1	37.4	38.7	32.5
International Business Review	16.4	15.7	13.0	20.0

Table 7 Future research directions

Thematic areas	Specific topics for future research
<i>General international issues</i>	
International trade analysis	<ul style="list-style-type: none"> • Design of marketing information systems for international trade analysis • Global and country-level analysis of expanding markets
Internationalization process	<ul style="list-style-type: none"> • Later stages of internationalization for international new ventures • Longitudinal examination of SME internationalization • De-internationalization/re-internationalization patterns of born globals • The role of institutional distance on the emerging market entry process
<i>Internal company factors</i>	
Organizational	<ul style="list-style-type: none"> • Longitudinal investigations of the organizational capability–performance link • Experiential, organizational, and environmental drivers of international marketing capabilities • Organizational influences on international market exit
Managerial	<ul style="list-style-type: none"> • Managerial characteristics of international entrepreneurs • Group dynamics in international marketing decision-making process • Drivers of international marketing manager’s perception of psychic distance • The role of internal/external managerial ties on chief marketing officer influence

(continued)

Table 7 (continued)

Thematic areas	Specific topics for future research
<i>Macro-environmental forces</i>	
Socio-cultural	<ul style="list-style-type: none"> • The role of culture in international business negotiations • The influence of cultural norms on buyer-seller interactions and conflict resolution strategies • The effect of cultural values on the formation of (un)ethical international marketing business attitudes/behavior • The impact of cultural distance on foreign market information-processing
Economic	<ul style="list-style-type: none"> • The influence of economic crises on foreign market entry strategies • MNE adaptation to unfamiliar host market economic institutions
Political legal	<ul style="list-style-type: none"> • Political issues as drivers of market exit and re-entry • Governance of transnational contracts in international markets • Home/host country institutional change effects on international marketing • Host country regulatory barriers to retailer’s foreign market entry • Host country law enforcement effectiveness and international business relationship effectiveness
Technological	<ul style="list-style-type: none"> • Technology development in bottom of pyramid markets and its effects on market exchanges • Consumer access to technology in bottom of pyramid markets • The role of foreign country technological infrastructure in e-marketing
<i>Task environment</i>	
Market characteristics	<ul style="list-style-type: none"> • The influence of foreign market structure, turbulence and attractiveness on international market performance • The extent of foreign market globalization and its effect on consumer behavior • Exchange characteristics in emerging markets and their influence in building consumer trust and loyalty
Competitor analysis	<ul style="list-style-type: none"> • The effect of dysfunctional competition on international new product development • The moderating role of foreign competitive intensity between organizational capabilities and international business performance
Marketing infrastructure	<ul style="list-style-type: none"> • Institutional determinants shaping the communication channels in emerging countries and their implications for marketing adaptation • The role of the structure of host-country distribution channels in selecting the entry mode
<i>Marketing research</i>	
Methodological issues	<ul style="list-style-type: none"> • Antecedents of effective response rates in online international market surveys • The relationship between foreign culture and survey response styles
Information acquisition/use	<ul style="list-style-type: none"> • MNE subsidiary marketing knowledge creation and its usefulness to headquarters

(continued)

Table 7 (continued)

Thematic areas	Specific topics for future research
	<ul style="list-style-type: none"> • Environmental and organizational drivers of export information-processing activities • International marketing information system—capabilities—competitive advantage—performance relationship
<i>Buyer behavior</i>	
Consumer buyer behavior	<ul style="list-style-type: none"> • The effects of transferred foreign retail formats on consumer behavior • Green consumer behavior in developing and emerging countries • Cross-cultural comparison of e-commerce participation • Consumer reactions toward a global brand crisis • Evolution consumer ethnocentrism over time
Organizational buyer behavior	<ul style="list-style-type: none"> • Cross-cultural comparison of importer behavior in buying goods/services • Importer buyer behavior in emerging and developing countries • Host country institutional and cultural influences on organizational buyer behavior
Country of origin effects	<ul style="list-style-type: none"> • Country of origin impact on consumer evaluations, attitudes, behavior in less developed countries • Neurological investigation of the processing of country-specific associations • The relationship between brand transgression and specific dimensions of foreign country image • The relationship between consumer animosity and preferred foreign market entry mode • Country of origin impact on consumer evaluations, attitudes, and behavior associated with international retailers • The relationship between country of origin and the liability of foreignness
<i>Global strategy issues</i>	
Global strategy formulation	<ul style="list-style-type: none"> • MNE global strategies and their impact on subsidiary-channel relationships across multiple international markets • Subsidiary strategy formulation and adaptation under high host-market dynamism • Behavioral and situational drivers of subsidiary strategic divergence from MNE corporate strategy • MNE strategic positioning in developed and developing countries
Market segmentation/targeting	<ul style="list-style-type: none"> • Bases for segmenting online international markets • The impact of segmentation levels (e.g., contextual, individual) in effective international market segmentation • Foreign market segmentation effectiveness and export performance
Performance implications	<ul style="list-style-type: none"> • The relationship between the international joint venture's foreign parent's opportunism and the international joint venture performance • The contingent roles of internationalization stage and global market involvement in strategy-performance relationship

(continued)

Table 7 (continued)

Thematic areas	Specific topics for future research
	<ul style="list-style-type: none"> • The influence of firm strategic orientations on international performance
<i>Foreign market entry</i>	
Foreign manufacturing	<ul style="list-style-type: none"> • Country of origin effects on foreign market entry mode choice • The relationship between planned level of adaptation and foreign entry mode • Host country partner’s resources/capabilities influence on foreign entry mode choice • Factors determining foreign entry mode conversions over time
Exporting	<ul style="list-style-type: none"> • The role of firm reputation and brand equity on export performance • The link between foreign market development and export strategy standardization • Environmental export marketing strategies • The role of firm location on export performance
Importing	<ul style="list-style-type: none"> • Import strategy standardization <i>versus</i> adaptation • The relationship between importer’s organizational resources/capabilities and performance • Knowledge transfers among the units of globally-sourcing firms
<i>Foreign marketing strategy/mix</i>	
Marketing strategy	<ul style="list-style-type: none"> • Standardization <i>versus</i> adaptation of services in international markets and their subsequent effect on performance • Synergy effect of components of international marketing mix on international business performance • International new venture entrepreneurial marketing strategies • Strategy development—strategy implementation—performance relationship in international marketing
Product/brand policy	<ul style="list-style-type: none"> • The role of international strategic alliances in minimizing product strategy inconsistencies across countries • The influence of cultural and economic forces on the market performance of global brands • The contribution of international branding strategy to the development of brand capability and performance • Sustainability-based branding in international markets and its subsequent effect on brand performance
Pricing	<ul style="list-style-type: none"> • Pricing dynamics over the stages of international business relationships • The role of exporter-importer dependence asymmetry in export pricing
Distribution channels	<ul style="list-style-type: none"> • The role of distributor contracts, channel length and complexity, cultural context and competition on export performance • Factors determining the use of online distribution channels in international marketing • The association between subsidiary autonomy and its host-country channel relationships
Advertising and promotion	<ul style="list-style-type: none"> • The effectiveness of mobile and online channels as new international advertising media

(continued)

Table 7 (continued)

Thematic areas	Specific topics for future research
	<ul style="list-style-type: none"> • The role of cultural and institutional factors on social media adoption and usage as means of international marketing communications • Institutional and organizational determinants of international promotion strategy implementation • Antecedents and performance outcomes international public relations strategies
Selling and sales management	<ul style="list-style-type: none"> • Cultural influences on sales management in foreign markets • Cross-cultural comparison of international sales manager/salesperson behavior • Cultural influences on interdepartmental relationships of sales management • Inter-team cross-cultural sales negotiations
<i>Specialized issues</i>	
Relationship marketing	<ul style="list-style-type: none"> • The role of resources and capabilities in building international business relationships • Changes in international buyer-seller relationships over the relational life-cycle • Environmental influences on international business partner interactions • Antecedents and outcomes dark side of international business relationships • The association between social ties, channel capability, and firm performance in foreign markets
Marketing ethics/green marketing	<ul style="list-style-type: none"> • The link between corporate social responsibility and competitive advantage in different institutional settings • Institutional, organizational, and managerial determinants of green international marketing strategy • Cultural drivers of international partner's ethical behavior • Factors driving changes in voluntary environmental marketing practices of MNE subsidiaries • Organizational/managerial determinants of international green marketing strategy
Information technology and internet	<ul style="list-style-type: none"> • Factors determining e-commerce adoption in diverse cultures • Cross-cultural comparison of online consumer behavior • Cross-cultural comparison of social media consumption
Planning and organization	<ul style="list-style-type: none"> • Determinants of improvisation versus planning of export decision making • Determinants of an MNE subsidiary desire for autonomy
<i>Miscellaneous</i>	
	<ul style="list-style-type: none"> • International marketing team diversity and its impact on project outcomes • Emotional attachment of international service employees to their company • International crisis management

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