



Understanding Multinationals from Emerging Markets

Edited by

ALVARO CUERVO-CAZURRA

RAVI RAMAMURTI



CAMBRIDGE
UNIVERSITY PRESS

Contents

<i>List of figures</i>	page ix
<i>List of tables</i>	x
<i>Notes on contributors</i>	xi
<i>Foreword</i>	xvi
1 Introduction	1
ALVARO CUERVO-CAZURRA AND RAVI RAMAMURTI	
Part I EMNCs in historical perspective: what is new?	13
2 Theoretical debates on multinationals from emerging economies	15
YAIR AHARONI	
3 What does history add to EMNC research?	31
ANDREW GODLEY	
Part II Unique capabilities of EMNCs: do they exist?	51
4 Modern international business theory and emerging market multinational companies	53
ALAN M. RUGMAN AND QUYEN T.K. NGUYEN	
5 The limits of 'new' multinational enterprises: institutions, systems, and 'members-only' location advantages	81
RAJNEESH NARULA	
6 The evolution of EMNCs and EMNC thinking: a capabilities perspective	108
DONALD LESSARD	

7	EMNCs and catch-up processes: the case of four Indian industries	129
	KRISTIN BRANDL AND RAM MUDAMBI	
	Part III The internationalization of EMNCs: different drivers?	153
8	The global expansion of EMNCs: paradoxes and directions for future research	155
	PETER J. WILLIAMSON	
9	Process perspectives on the growth of emerging economy multinationals	169
	KLAUS E. MEYER	
10	Migrating EMNCs and the theory of the multinational	195
	HELENA BARNARD	
11	Business groups, institutional transition, and the internationalization of firms from emerging economies	224
	TORBEN PEDERSEN AND TAMARA STUCCHI	
12	Country of origin effects on internationalization: insights from Brazil	242
	AFONSO FLEURY AND MARIA TEREZA LEME FLEURY	
	Part IV A path for the future	269
13	Conclusion: an agenda for EMNC research	271
	ALVARO CUERVO-CAZURRA AND RAVI RAMAMURTI	
	<i>Further reading</i>	300
	<i>Index</i>	317