

- METODOLOGÍA

Se aplica la Teoría de la Medición de Rasch (1960/1980) a una muestra de pymes canarias.

- RESULTADOS

Los resultados obtenidos nos indican que el grupo mayoritario de pymes pertenece al arco de comunicación estrecho (no intercambian información ni con clientes ni con proveedores) seguido por las pymes del arco de comunicación amplio (intercambian constantemente información con clientes y proveedores). Además, los proveedores son los principales generadores de incertidumbre a las pymes del arco de comunicación amplio y también a las pymes de los arcos de comunicación asimétricos (intercambian constantemente información bien con clientes bien con proveedores) frente al resto.

OPTIMAL DISTINCTIVENESS FROM INDUSTRY LEADERS: WHEN STRATEGIC AND INSTITUTIONAL PRESSURES FIND RECONCILIATION

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Resumen/Abstract: This article analyzes the effect of strategic positioning on firm performance. Previous research has mostly focused on the consequences of strategic positioning in relation to industry participants or strategic group members. In some contexts, however, industry leaders are a more appropriate reference to determine the strategic position that confers the best outcomes. In these cases, we argue that firms perform better by taking a strategic position similar to that of industry leaders. Accordingly, we sustain that firms must imitate industry leaders as much as possible, rather than finding an optimal level of strategic distinctiveness from them. This involves an important deviation from previous research, which has documented a non-linear relationship between strategic similarity and firm performance. We also show that the effect of strategic positioning on firm performance varies according to market overlap. Firms with greater market overlap with industry leaders benefit less from imitating their strategic positions.

THE ROLE OF INSTITUTIONS IN EXPLAINING FIRM INNOVATION STRATEGIES

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Resumen/Abstract: This paper studies the role of institutions in explaining the innovation strategies of firms. In particular, we focus on how firms organize their innovation strategies by deciding between internal R&D investments and external R&D acquisition. Although the literature on innovation has tackled this issue, the traditional explanation relies on firm and industry specific factors. However, this is not enough to explain the evidence that shows high variability in knowledge acquisition strategies between firms that belong to different countries. In this context, we argue that the institutional environment may contribute to the explanation by affecting the costs and the risk of the different strategies available. In particular, we focus on the strength of property rights enforcement and on the two informal institutions that have been shown to have a stronger influence on firm choices, namely, uncertainty avoidance and individualism. We test our hypotheses on data from firms belonging to 10 African and Asian countries.

THE EFFECT OF CULTURAL DISTANCE AND HOME/HOST COUNTRY DEVELOPMENT ON THE ENTRY MODE AND INNOVATION ADOPTION OF MULTINATIONAL FIRMS

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Resumen/Abstract: The aim of this study is to gain further understanding of those factors that explain how multinational enterprises (MNEs) internationalize and compete in foreign countries. In particular, we underscore the role of MNEs origin when examining the broadly accepted influence of the cultural distance on entry mode decisions. Moreover, we argue that the entry mode will subsequently determine the way subsidiaries implement their innovation strategies. Based on arguments from transaction cost theory, our contention is that joint ventures will present lower adoption speed of innovations than wholly-owned subsidiaries. Finally, the moderating role of the host country environment in reducing potential opportunism is considered. We test our hypothesis on the mobile telecommunication sector during the period 2000-2017. Based on information of 18 multinational groups that operate in the five continents, our findings give support to our hypotheses.