

The Interface of International Marketing and Entrepreneurship Research: Review, Synthesis, and Future Directions

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Web Appendix A. Methodological procedures

A. Criteria for defining international marketing and entrepreneurship research

1. International marketing research defined by the Journal of International Marketing
 - a. International, when marketing activities occur across national boundaries.
 - b. Cross-cultural, when comparing marketing-related issues across national boundaries.
2. Marketing defined by American Marketing Association (2013), Varadarajan (2010), and Webster (1992).
 - a. Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA 2013).
 - b. Marketing issues include: customer, consumer, export, market entry, internationalization, networks, innovation, product, price, promotion, distribution, channel, brand, internet.
3. Entrepreneurship defined by Shane and Venkataraman (2000).
 - a. Opportunities
 - b. Individuals/entrepreneurial characteristics
4. Peer-reviewed journal articles published in the disciplines of marketing, entrepreneurship and small business management, general management, international business, organizational studies, and strategy.
5. Empirical and conceptual articles from 1997 to 2016.

B. Exclusion criteria

1. Research published in edited books for conference proceedings
2. Editorials, commentaries, features, reports, or review papers
3. Case studies for teaching purposes
4. Articles unavailable electronically
5. Articles published in journals that are not listed in ABS ranking or ranked as level 1

C. Search method and scope – Stage I

1. Full search of articles using EBSCOhost Business Source and Proquest ABI/INFORM databases
2. Initial focus on abstract
3. Search term by the following keywords:

(international OR foreign OR global)

AND

(entrepreneurship OR entrepreneurial OR entrepreneurialism OR entrepreneur OR opportunity)

AND

(marketing OR customer OR consumer OR export OR market OR entry OR internationalization OR -internationalisation OR network OR innovation OR product OR price OR promotion OR distribution OR channel OR brand OR internet)

4. Reading and checking papers to determine inclusion or and exclusion based on fit with definitional and search parameters, and to eliminate duplicate articles from the two databases.

Article sample from databases: $n = 79$.

D. Search method and scope – Stage II

1. A focused/manual search of selected key journals:

a. Journal of International Marketing, International Marketing Review

b. Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science

c. Entrepreneurship Theory and Practice, Journal of Business Venturing, Strategic Entrepreneurship Journal

d. Journal of International Entrepreneurship

e. Journal of Research in Marketing and Entrepreneurship

f. Journal of International Business Studies, Journal of World Business, International Business Review

g. Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Journal of Management Studies

2. Include and exclude based on fit with definitional and search parameters. Extra article sample from manual search: $n = 90$.

E. Final sample for analysis: $n = 169$.

Web Appendix B. Overview of the paper sample

Publication (listed alphabetically)	No. of conceptual work	No. of qualitative studies	No. of quantitative studies	No. of mixed- method studies	Sum
Asia Pacific Journal of Management	0	1	0	0	1
Business History Review	0	1	0	0	1
European Business Review	0	4	0	0	4
European Journal of Marketing	0	4	1	0	5
Entrepreneurship and Regional Development	0	4	2	0	6
Entrepreneurship Theory and Practice	3	1	3	0	7
Industrial Marketing Management	0	1	0	0	1
International Business Review	2	9	3	0	14
International Marketing Review	0	14	5	1	20
International Studies of Management and Organization	0	1	0	0	1
Journal of Business Venturing	1	2	4	0	7
Journal of International Business Studies	2	2	4	0	8
Journal of International Entrepreneurship	3	21	19	2	45
Journal of International Marketing	0	10	1	0	11
Journal of Marketing Management	0	1	1	0	2
Journal of Product Innovation Management	0	0	2	0	2
Journal of Research in Marketing and Entrepreneurship	0	0	1	0	1
Journal of Small Business Management	0	1	1	0	2
Journal of Small Business and Enterprise Development	0	10	3	0	13
Journal of the Academy of Marketing Science	0	0	0	1	1
Journal of World Business	1	3	3	0	7
Management International Review	0	3	0	0	3
Multinational Business Review	0	1	1	0	2
Service Industries Journal	0	1	1	0	2
Strategic Entrepreneurship Journal	0	1	1	0	2
Strategic Management Journal	0	0	0	1	1
Total	12	95	57	5	169

Web Appendix C. Research articles in the review

Type 1: Individual-focused cross-cultural comparative marketing research			
Theme	Papers		
Entry to new business (1)	Block et al. 2013		
FDI (1)	Pathak, Laplume and Xavier-Oliveira 2015		
Total (2 studies)			
Type 2: Opportunity-focused cross-cultural comparative marketing research			
Theme	Papers		
Market orientation (1)	Brettel, Engelen and Heinemann 2009		
Marketing cooperation (1)	Felzensztein and Gimmon 2009		
Total (2 studies)			
Type 3: Individual and opportunity-focused cross-cultural comparative marketing research			
Theme	Papers		
Total (0)			
Type 4: Individual-focused foreign marketing research			
Major theme	Sub-theme	Papers	
Internationalization (63)	Influences (31)	Hamill and Gregory 1997; Crick and Jones 2000; Andersson 2002; Andersson and Victor 2003; McDougall, Oviatt and Shrader 2003; Zahra 2003; Andersson 2004; Berry and Brock 2004; Acedo and Florin 2006; Hutchinson, Quinn and Alexander 2006; Acedo and Jones 2007; Meliá, Pérez and Dobón 2010; Thai and Chong 2008; Evers 2010; Nkongolo-Bakenda et al. 2010; Tseng and Johnsen 2011; Pettersen and Tobiassen 2012; Shirokova and McDougall-Covin 2012; Laurell, Andersson and Achtenhagen 2013; Andersson, Evers and Griot 2013; Kollmann and Christofor 2014; Loane, Bell and Cunningham 2014; Milanov and Fernhaber 2014; Omri and Becuwe 2014; Vissak and Zhang 2014; Denicolai, Hagen and Pisoni 2015; Sui, Morgan and Baum 2015; Andersson and Berggren 2016; Bai, Johanson and Martín 2016; Ricard, Pennec and Reynaud 2016; Roy, Sekhar and Vyas 2016	
	Processes and patterns (21)	Madsen and Servais 1997; Preece, Miles and Baetz 1999; Andersson 2000; Bell et al. 2003; Chetty and Campbell-Hunt 2004; Park and Bae 2004; Rialp et al. 2005; Gabrielsson and Pelkonen 2008; Liu, Xiao and Huang 2008; Crick 2009; Amal and Filho 2010; Dib, Rocha and Silva 2010; Zou and Ghauri 2010; Kontinen and Ojala 2012a; Kontinen and Ojala 2012b; Freeman, Deligonul and Cavusgil 2013; Crick and Crick 2014; Hewerdine, Rumyantseva and Welch 2014; Jørgensen 2014; Schueffel, Baldegger and Amann 2014; Verbeke, Zargarzadeh and Osiyevskyy 2014	
	Entrepreneurial approach (4)	Jones and Coviello 2005; Freeman and Cavusgil 2007; Terjesen and Elam 2009; Jones and Casulli 2014	
	Performance outcomes (3)	Kuivalainen et al. 2010; Musteen and Datta 2011; Li, Qian and Qian 2012	
	Strategic orientations (2)	Kocak and Abimbola 2009; Odorici and Presutti 2013	
	Market strategy (2)	Crick 2007; Felzensztein et al. 2015	
	Foreign market entry (6)	Determinants (3)	Ojala and Tyrväinen 2006; Ojala 2009; Domurath and Patzelt 2016
		Mode and strategies (2)	Zacharakis 1997; Burgel and Murray 2000
		Market penetration (1)	Arenius 2005
	Export (7)	Antecedents (2)	Westhead, Wright and Usbasaran 1999; Lafuente, Stoian and Rialp 2015
Incentives (1)		Ahmed et al. 2006	
Performance outcomes (4)		Yeoh 2004; Mostafa, Wheeler and Jones 2006; Filatotchev et al. 2009; Ganotakis and Love 2012	
Networks (6)	Marketing system or functions (2)	Iyer and Shapiro 1999; Harris and Wheeler 2005	
	Foreign market knowledge (1)	Musteen, Datta and Butts 2014	
	Dynamics (2)	Coviello 2006; Chetty and Söderqvist 2013	

	Market knowledge (1)	Fuerst and Zetting 2015
Marketing mix (4)	Product (1)	Evers 2011
	Branding (2)	Gabrielsson 2005; Spence and Essoussi 2010
	Channel (1)	Arenius, Sasi and Gabrielsson 2006
Entrepreneurial marketing (1)		Hallbäck and Gabrielsson 2013
Marketing capabilities (2)		Falay et al. 2007; Yuan, Bao, and Olson 2016
Consumer (1)		Chandra and Coviello 2010
Outsourcing (1)		Mazzanti, Montresor and Pini 2011
Total (91 studies)		
<i>Type 5: Opportunity-focused foreign marketing research</i>		
Major theme	Sub-theme	Papers
Internationalization (21)	Patterns and influences (8)	Coviello and Martin 1999; Hohenthal, Johanson and Johanson 2003; Oviatt and McDougall 2005; Barrutia and Echebarria 2007; Westhead 2008; O’Cass and Weerawardena 2009; Chandra, Styles and Wilkinson 2012; Colapinto et al. 2015
	Process (3)	Mathews and Zander 2007; Chandra, Styles and Wilkinson 2009; Kontinen and Ojala 2011
	Market selection (1)	Sakarya, Eckman and Hyllegard 2007
	Marketing capabilities (1)	Kaufmann and Roesch 2012
	Internet (2)	Reuber and Fischer 2011; Glavas, Mathews and Bianchi 2016
	Networks/social ties (5)	Ellis 2000; Han 2006; Brown, McNaughton, and Bell 2010; Ellis 2011; O’Gorman and Evers 2011
	Entrepreneurial knowledge (1)	Mejri and Umemoto 2010
Operation mode (3)	Export (1)	Sheng and Mullen 2011
	International joint ventures (1)	Mainela and Puhakka 2009
	International strategic alliances (1)	Haskell, Veilleux, and Béliveau 2016
Corporate entrepreneurship (2)		Birkinshaw 1997; Tasavori, Ghauri and Zaefarian 2016
Business model (1)		Sainio et al. 2011
Total (27 studies)		
<i>Type 6: Individual and opportunity-focused foreign marketing research</i>		
Major theme	Sub-theme	Papers
Internationalization (17)	Process and influences (14)	McAuley 1999; Fletcher 2004; Crick and Spence 2005; Nordman and Melén 2008; Schweizer, Vahlne and Johanson 2010; Andersson 2011; Evers and O’Gorman 2011; Lamb, Sandberg and Liesch 2011; Santos and García 2011; Kumar 2012; Li 2013; Galkina and Chetty 2015; Muzychenko and Liesch 2015; Stoian et al. 2016
	Networks (2)	Sullivan Mort and Weerawardena 2006; Vasilchenko and Morrish 2011
	International commitment (1)	Rocha, Mello, and Farias 2012
Entrepreneurial marketing (1)		Sullivan Mort, Weerawardena and Liesch 2012
Opportunity portfolio process (1)		Chandra, Styles and Wilkinson 2015
SME growth (1)		Hulbert, Gilmore, and Carson 2013
INV development (2)		Mainela, Pernu and Puhakka 2011; Gabrielsson and Gabrielsson 2013
Total (22 studies)		
<i>Type 7: Individual-focused cross-cultural comparative and foreign marketing research</i>		
Theme	Papers	

Internationalization (9)	Andersson and Evangelista 2006; Loane 2006; Gassmann and Keupp 2007; Terjesen, O'Gorman and Acs 2008; Sommer 2010; Cunningham, Loane and Ibbotson 2012; Cannone and Ughetto 2014; Hagen and Zucchella 2014; Weerawardena et al. 2015
Channels (1)	Gabrielsson and Kirpalani 2004
Brand (1)	da Silva Lopes and Casson 2007
Customer orientation (1)	Deshpandé et al. 2013
Marketing capabilities (1)	Evers, Andersson, and Hannibal 2012
Networks (1)	Chung and Tung 2013
Decision making (1)	Nummela et al. 2014
Total (15 studies)	
<i>Type 8: Opportunity-focused cross-cultural comparative and foreign marketing research</i>	
Theme	Papers
Internationalization (2)	Yamakawa et al. 2013; Dimitritos et al. 2016
Foreign market entry (1)	Bingham 2009
Networks (1)	Loane and Bell 2006
Windows of opportunity (2)	Kleinschmidt, Brentani and Salomo 2007; Brentani, Kleinschmidt and Salomo 2010
Total (6 studies)	
<i>Type 9: Individual and opportunity-focused cross-cultural comparative and foreign marketing research</i>	
Theme	Papers
Internationalization (2)	Johnson 2004; Langseth, O'Dwyer and Arpa 2016
Decision making (2)	Spence and Crick 2006; Chetty, Ojala and Leppäaho 2015
Total (4 studies)	