

Internationalization, Innovation and Sustainability of MNCs in Latin America

THE AIB-LAT BOOK SERIES

Series Editor: Leonardo Liberman, Universidad de los Andes, Chile

The AIB-LAT book series is an initiative from the Latin American chapter of the Academy of International Business. The series publishes books that bring together theory, academic research and research-driven practice in the field of International Business (IB) from, and within, the Latin American region. The AIB-LAT Book Series is a significant outlet of research-driven knowledge on IB and multinational company (MNC) behavior in the region.

The AIB-LAT series invites scientific research and theory that deals with strategies, structures and decision-making processes of MNCs in Latin America; cross-border activities of enterprises such as intra-company trade, investments, finance, technology transfer, people management and innovation; interactions between MNC enterprises and other relevant actors in Latin America: organizations, institutions, markets, governments, and indigenous stakeholders.

The series also deals with research on the impact of, and interaction between, the different Latin American cultural, economic, legal, and political settings on activities, strategies, structures, and decision-making processes of MNCs. Other topics of interest are cross-country comparative studies of businesses, business processes, contexts, and organizational behavior in Latin America and the development of strategic export alliances, and mergers and acquisitions in the Latin American context.

The AIB-LAT book series will serve to inform scholars and practitioners about the current developments of IB theories and research in the region and also awake the interest of IB scholars to further advance the knowledge and understanding of IB and MNC behavior in Latin America.

Titles include:

Leonardo Liberman and William Newburry (*editors*)
INTERNATIONALIZATION, INNOVATION AND SUSTAINABILITY OF
MNCs IN LATIN AMERICA

THE AIB-LAT BOOK SERIES

Series Standing Order ISBN 978-1-137-38041-8

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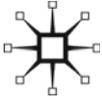
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Softcover reprint of the hardcover 1st edition 2013 978-1-137-02412-1

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First published 2013 by
PALGRAVE MACMILLAN

Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited,
registered in England, company number 785998, of Houndmills, Basingstoke,
Hampshire RG21 6XS.

Palgrave Macmillan in the US is a division of St Martin's Press LLC,
175 Fifth Avenue, New York, NY 10010.

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ISBN 978-1-349-43848-8 ISBN 978-1-137-02413-8 (eBook)
DOI 10.1057/9781137024138

This book is printed on paper suitable for recycling and made from fully
managed and sustained forest sources. Logging, pulping and manufacturing
processes are expected to conform to the environmental regulations of the
country of origin.

A catalogue record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Internationalization, innovation and sustainability of MNCs in Latin
America / edited by Leonardo Liberman, Universidad de los Andes,
Chile and William Newbury, Florida International University, USA.

pages cm. – (The AIB-LAT book series)
Includes index.

1. International business enterprises – Latin America. I. Liberman,
Leonardo, 1967– II. Newbury, William, 1964–

HD2810.5.I58 2013
338.8'888—dc23

2013022486

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Preface

The AIB-LAT book series brings together selected research studies that were presented at the 2012 AIB-LAT conference held at Florida International University, USA, in April. The purpose of this book series is to be a regular research outlet focused on International Business (IB) research in Latin America.

The ambition of the series is to incorporate academically driven studies in the field of IB and multinational corporations (MNCs) in Latin America. Our book series was created with three motives in mind. First, there is a great deal of solid empirical IB research being produced in all countries located between Mexico and Chile that can add to and further the understanding of MNCs' behaviours and processes. These valuable pieces of work are scientifically oriented and need to be appropriately disseminated to a wider international audience interested in IB and MNCs in Latin America. A second reason regards the regional business internalization and integration going on at an extremely fast pace in Latin America. This fast development is not being matched by growth when it comes to our knowledge and understanding of how IB processes and issues apply to the region. A third motive refers to the fact that we believe that there is a shortage of appropriate outlets for scholarly submissions within the business disciplines highlighting IB research findings in the context of Latin America.

This book series expects to trigger further research into the behaviour, strategies, structures, and decision-making processes of MNCs from, or in, Latin America. We also aspire to increase scholars' and business people's interests in understanding the processes and impacts of MNCs' interactions with other influences and stakeholders, such as cultural, economic, legal, and political frameworks present region-wide.

The topic of this first book in the series – “Internationalization, Innovation and Sustainability of MNCs in Latin America” – was challenging. We found that there is a shortage of knowledge regarding the relationship between internationalization, innovation, and

sustainability. Although these processes are closely intertwined and are contemporary for Latin American MNCs, it is infrequent to find academic works dealing with these themes jointly.

We hope that this first book will be useful for academics and students doing research work in the region, and business people wishing to increase their knowledge about Latin America, and that it will help readers to understand some of the challenges and dilemmas that companies encounter when approaching and developing operations in the Latin American region.

Acknowledgements

We would like to extend our appreciation to those whose efforts helped make this book possible. First of all, we want to thank Florida International University for hosting the annual Conference of the Latin American Chapter of the Academy of International Business (AIB-LAT). In addition, we thank all the individuals who supported the conference, including the many volunteers who served as members of the conference scientific committee, reviewers, and session chairs, all of whom played a role in raising the quality of the papers selected for this volume. We particularly thank the contributors to this book series for supporting this initiative from the start by submitting excellent papers to the conference.

We would additionally like to thank the Universidad de los Andes in Chile and the College of Business at Florida International University for granting their support and time to assemble and edit this first book of the AIB-LAT book series.

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