

International Marketing and Management Research

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Anshu Saxena Arora

Jay S. Sidhu School of Business and Leadership

Wilkes University

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Anshu Saxena Arora
Sabine Bacouel-Jentjens
Jennifer J. Edmonds
Editors

Global Business Value Innovations

Building Innovation Capabilities
for Business Strategies

palgrave
macmillan

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Anshu Saxena Arora
Jay S. Sidhu School of Business
and Leadership
Wilkes University
Wilkes Barre, PA, USA

Jennifer J. Edmonds
Jay S. Sidhu School of Business
and Leadership
Wilkes University
Wilkes Barre, PA, USA

Sabine Bacouel-Jentjens
ISC Paris Business School
Paris, France

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Mahesh S. Raisinghani is currently a Professor in the Executive MBA program in the College of Business at Texas Woman's University (TWU). Mahesh is a Senior Fellow of the Higher Education Academy, UK, and was awarded TWU's 2017 Innovation in Academia award, 2015 Distinction in Distance Education award, 2008 Excellence in Research & Scholarship award and 2007 G. Ann Uhler Endowed Fellowship in Higher Education Administration. He was also awarded the 2017 National Engaged Leader Award by the National Society of Leadership and Success; and the 2017 Volunteer Award at the Model United Nations Conference for his service to the Youth and Government by the Model United Nations Committee. He has edited eight books

and published over hundred manuscripts in peer reviewed journals, conferences and book series and has consulted for a variety of public and private organizations on IT management and applications. Mahesh serves as the Editor in Chief of the International Journal of Web based Learning and Teaching Technologies; on the board of Global IT Management Association; and as an advisory board member of the World Affairs Council.

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Snehapriya Bharatha is currently pursuing MBA at Wilkes University, Pennsylvania, USA. She holds a Bachelor's degree in Biology from University of Pittsburgh at Greensburg.

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FOREWORD

Global Business Value Innovations: Building Innovation Capabilities for Business Strategies is the fifth issue in the Palgrave Macmillan series, *International Marketing and Management Research*. Ten pieces, carefully selected and crafted, constitute this fifth volume. As in previous issues, this volume continues on the trajectory to deepen new facets of research in international business behavior, policies and processes, offering fresh perspectives and new frames of analysis bearing on innovation capabilities. New exploratory ground is broken in this volume, part of a series directed by Professor Anshu Saxena arora, confirming that international business in its various expressions is an evolving and dynamic field, responsive to the dual forces of innovation and digital transformation combining to challenge extant models.

This volume therefore addresses the next generation of international business issues rooted in innovatory techniques and the associated digital transformation impacting all business functions across all national markets, with a sharpened emphasis on offline and online digital domains, among others. Ranging, in its topical and exploratory essays from a new look at global value chains to redefine the nature of global trade flows to the use of social media in understanding both customer value creation and enhanced organizational performance, to the psychology of online marketing, to the centrality of cultural consumption in trade, this volume offers multiple lenses, rooted both in conceptual treatments and case studies. The transformational processes considered here, particularly of consumer industries—a special focus in this volume—are propelled by

major demographic, cultural, demographic, regulatory and technology trends which underpin the various contributions.

The tsunami of big data which has been unleashed on all business sectors has challenged both managers and researchers, as this volume demonstrates in its applications and research foci. The various contributions embedded in this fifth volume plumb the potential and the challenges that maturing innovative information technologies present to international business disciplines. It also opens up new vistas on the question of the integration of digital capabilities such as social, mobile, analytics and cloud in the process of transforming how business address consumer behavior, needs and trends; more generally, how businesses work and address the resulting opportunities and risks.

No business process, individual firm or industry sector will be spared by the combination of technological innovation and digitalization. Noteworthy is that none of the prophecies seeking to explain how this transformational process will occur or the likelihood of its successful outcome have been validated. There are few if any research work underlining the considerable challenges that firms encounter in making optimal use of data. Nor is the nascent and fast growing field of data science(s) capable of forecasting how firms and industries will react. Deep learning, as is implied in this volume, challenges operational concepts and, in this sense, this fifth volume is an appreciable contribution in shedding light on the complex phenomena of building innovation capabilities for business performance.

Perhaps the great lesson to be derived from the contributors is that innovation and digital transformation are not fundamentally about technology but about strategy. Benn Konsynski, Distinguished University Professor of Information Systems & Operations Management at Emory University's Goizuetta Business School noted that organizations should begin by rethinking business and commerce and then work their way backwards. This volume is a step in that direction.

Atlanta, USA

John R. McIntyre Ph.D.

John R. McIntyre, Ph.D. is Professor of Management in the Scheller College of Business at the Georgia Institute of Technology, Atlanta, Georgia, USA. He is the founder of the Georgia Tech Center for International Business Education and Research now entering its

twenty fourth year of operations and dedicated to promoting research, education and outreach in the cognate field of international business. In 2017, he was made honorary professor at the ICN Graduate School of Business, University of Lorraine, Nancy-Metz, France.

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EDITORS AND CONTRIBUTORS

About the Editors

Anshu Saxena Arora is the Associate Professor of Marketing at the Jay S. Sidhu School of Business and Leadership, Wilkes University, Wilkes-Barre, PA. Before joining Wilkes University, Dr. Arora was Associate Professor of Marketing and Chairperson of Department of Business (Management, Marketing and Supporting Areas) in the College of Business Administration, Savannah State University, Savannah, Georgia, USA. She is a Certified Project Management Professional (PMP) from Project Management Institute (PMI), USA and holds a Foundation Certificate in IT Service Management from Information Systems Examination Board (ISEB), UK. Dr. Arora was awarded Ph.D. in the area of Consumer Navigation Behavior in Hypermedia CMEs from the Indian Institute of Technology, Delhi, India. She has been a Visiting Professor at ISC Paris Business School in France, University of California, Davis and Thunderbird School of Global Management at Arizona State University. She has more than a decade of industrial and academic experience. She has worked in companies like Hyundai Motors India Limited, Lufthansa German Airlines and Siemens India. Dr. Arora was the 2016 Chapter Chair for the Academy of International Business—Southeast (AIB-SE) conference (<http://www.aibse.org/chapter-information/current-past-chairs/>), and was the 2015 conference chair for AIB-SE (<http://www.aibse.org/2015-annual-conference/>). She is the Senior Editor of Marketing for the *International Journal of*

Emerging Markets (IJoEM) published by Emerald Publications (http://www.emeraldgroupublishing.com/products/journals/editorial_team.htm?id=iJoem).

Sabine Bacouel-Jentjens is Professor of Management at ISC Paris Business School in France. She is the head of the school's management department and directs the "International Business Management"-Master Program. Furthermore, she is head of the school's Assessment of Learning Committee. Sabine's international exposure is supported by many teaching missions at business schools in Europe, the USA and China. In addition to research and teaching, she has more than a decade of practical experience in the financial services sector, working in both specialist and management positions for the Dresdner Bank and later Allianz Group in Germany.

Jennifer J. Edmonds is currently the Associate Dean and Director of Graduate Programs in the Jay S. Sidhu School of Business and Leadership, Wilkes University, Wilkes-Barre, PA. As Associate Dean and an Associate Professor in Statistics and Operations Management, she is committed to bringing more collaboration, collegiality, energy and innovation to and through the department. She earned her doctorate in Management Science and MBA from the Rutgers University in 2004. She also holds a bachelor's degree in Chemical Engineering from University of Michigan. Prior to joining the business education community, she worked as a Process Engineer at Dow Corning Corporation in Michigan for several years. In teaching, she aims to help students develop and sharpen the quantitative and analytical skills that allow them to evaluate real-life situations. Dr. Edmonds' research interests focus on her interests in efficiency, sustainability and a better workplace. In the professoriate, this means the teaching, learning and the collegial teaching environments.

Contributors

Fabian Bernhard is Associate Professor of Management and a member of the EDHEC Family Business Center in France.

Mathilde Cerqueira holds a Master's degree in International Business and Management from ISC Paris Business School, France.

Mariah Curtis is BBA-Marketing student at Wilkes University, Wilkes-Barre, PA, USA.

Pascale Debuire is a Professor of Management at ISC Paris Business School, France.

Dean Frear is an Associate Professor of Finance at Wilkes University, Pennsylvania, USA.

Casey Galloway is BBA-Marketing student at Wilkes University, Wilkes-Barre, PA, USA.

Herbert Kresh is BBA student at the Texas Woman's University School of Management, Texas, USA.

Ashley Laible is BBA student at the Texas Woman's University School of Management, Texas, USA.

Mei Lam is BBA student at the Texas Woman's University School of Management, Texas, USA.

Brian Leemoon is MBA student at Wilkes University, Wilkes-Barre, PA, USA.

Jordan Lindley is currently a Business Marketing BBA student at Wilkes University.

Allison Naumann holds an MBA from Wilkes University.

Claire R. Owen holds a Ph.D. from Paris School of Economics, France. She graduated from Yale (B.A.) and John Hopkins University (M.A.), USA.

Mahesh Raisinghani is currently a Professor in the Executive MBA program in the College of Business at Texas Woman's University (TWU). Mahesh is a Senior Fellow of the Higher Education Academy, UK, and was awarded TWU's 2017 Innovation in Academia award, 2015 Distinction in Distance Education award, 2008 Excellence in Research & Scholarship award and 2007 G. Ann Uhler Endowed Fellowship in Higher Education Administration.

Saidat A. Sanni holds Bachelor of Technology in Statistics from Ladoke Akintola University of Technology (LAUTECH), Ogbomoso, Oyo State, Nigeria, and is currently pursuing MBA at Wilkes University.

Sarbani Bublu Thakur-Weigold is the chair for Logistics Management at ETH Zurich, and she is Associate Director of Programs, which include the executive MBA in Supply Chain Management, and Humanitarian Logistics in partnership with the Kühne Foundation. She is also a partner at E3 Associates International, a boutique consulting firm which helps companies to succeed using process innovation.

Christine Walsh is currently a Business Marketing BBA student at Wilkes University.

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