

The State of Topics and Methodological Trends in International Marketing Literature: 1990 - 2012

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Abstract

The present study investigates patterns and trends in the recent literature in the domain of international marketing (IM) and categorizes it into major themes/subthemes. This study is conducted a systematic review of 1,787 relevant journal articles published between 1990 and 2012. 57 configurational contents were identified from the extant literature and were segmented under the seven prime research streams. The authors identify that though the body of IM knowledge is growing, methodological domain is suffering from theoretical paucity. On the whole, preference was skewed towards quantitative techniques. Out of 1,787 articles 1,219 articles prioritized quantitative research designs and only 568 qualitative research designs. Study concludes that IM has several coherent thematic areas with respective methodologies and is rich in potential for future research and theory development.

Keywords: International Marketing, Configurational Contents, Methodological Domain, Research Designs, Analytical Techniques

1. Introduction

It is witnessed in several articles that international marketing has made tremendous improvements from 1960 onward and has gained credibility as an independent discipline. Research methodologies utilised in international marketing have been also the subject of discussion for a long time (Rana and Sharma, 2015). Past reviews on the methodological domain of international marketing have evaluated trends by mostly considering empirical studies only, rather than by taking all the studies together to propound a comprehensive conceptualisation and integration of all the relevant facets of the methodological domain. Numerous efforts have been made to address various issues, such as methodological problems in comparative analysis of international marketing system (Winter and Prohaska, 1983), confirmatory factor analysis (Madsen, 1987, and

Douglas and Craig, 1983), research design, data collection and analysis of data (Nasif et al., 1991; Haris, 2000, and Samiee and Jeong, 1994), conjoint analysis (Baalbaki and Malhotra, 1995), methodological issues in empirical cross-cultural research (Cavusgil and Das, 1997), sampling choice (Reynolds et al., 2003), textual data (Sinkovics et al. 2005), measurement equivalence (Mullen, 1995, Herk et al., 2005, and Salzberger and Sinkovics, 2006) and qualitative research (Sinkovics et al., 2008 and Brecic et al., 2013). Other issues include application of different methodologies suited for international marketing research, such as transaction cost analysis (Klein et al., 1990 and Seggie, 2002), outlier analysis and structural equations (Mullen et al., 1995 and Mostafa, 2010), partial least squares path modelling (Henseler et al., 2009) and bibliometric analysis (Saimee and Chabowski, 2012).

In recent years, research in international marketing has gained greater acceptance and credibility in both the academic and the corporate world, thus making it an independent subject of research. Despite the burgeoning growth of international marketing in recent years, further expansion and development is hampered by the absence of suitable methodological grounds (Malhotra et al., 1996). In particular, the growth of theoretical development has exceeded the advancement and application of suitable research methodology (Aulakh and Kotabe, 1993). While numerous research papers have been published in recent years, they lack adequate focus on the theoretical base of the methodological domain. Hence, the focus of this paper is to advocate the provision of a valid theoretical ground to access the methodological domain of international marketing. More precisely, the objectives of this paper are:

- (1) Identification of international marketing configurations and cluster them under research streams.
- (2) To construct a general conceptual framework for the research process and classify methodologies appearing in international marketing literature.

(3) To establish and assess the different methodological trends in the various research streams of international marketing.

Much of the literature on international marketing has ignored the basic phase of development from generalization to specialization of the subject. It would be rational to explore and highlight a set of configurational contents for the conceptual domain of international marketing. To delineate conceptual and methodological domain of the subject few gaps are noticed in the literature. Most reviews on international marketing have not linked up and evolved configuration of international marketing in a sequential manner. Research streams, assessment of research methods are not allied with theoretical foundations. Number of research streams and their governing variables vary for different researchers. Streams identified by different authors are: Albaum and Peterson (1984) – 7, Aulakh and Kotabe (1993) – 6, Li and Cavusgil (1995) – 8, Cavusgil (1998, 2003a, 2003b) – 10, and Nakata and Huang (2005) – 9. Most of the reviews are presented based on a combined view of both theoretical and methodological aspects of international marketing. International marketing domain is delineated keeping both theoretical and methodological portions in mind by the authors (Albaum & Peterson, 1984; Aulakh & Kotabe, 1993; Bradley, 1987; Li & Cavusgil, 1995; Nakata & Huang, 2005).

Therefore, in assessing the theoretical and methodological domain the authors have considered the more recent literature to distinguish the primary methodological trends for each research stream and for international marketing as a whole. Authors first examine previous review papers belonging to the methodological domain of international marketing, and then develop a strong theoretical background in section 2. In section 3, they present the method of review and in section 4, discuss the theoretical background that led to a conceptual framework highlighting steps to perform and delineate the methodological domain. Section 5 contains a process to evaluate the methodological trends. Results of methodological assessments and trends are discussed in section 6 and the last section discusses the findings and draws conclusions.

2. Literature Review

Several researchers have conducted reviews of theoretical and methodological trends in international marketing literature. Most of the reviews have focused on the overall developments and trends in the research methodology related to international marketing. However, researchers have noticed several appropriate attributes and procedures for evaluating development of articles published in international marketing literature, including conceptual focus, research designs and research techniques (Albaum and Petersen, 1984; Aulakh and Kotabe, 1993; Li and Cavusgil, 1995; Nakata and Huang, 2005), international marketing projects (Javalgi et al., 2007) and textual data in international marketing research (Sinkovics et al., 2005). There are potential streams in IM literature that has emerged over the years such as; firm characteristics (Keegan 1972), globalization (Modelski 1972; Muller 1975), International market selection (Davidson 1983), global competition (Terpstra 1987; Arora and Gambardella 1997), global branding (Roth 1992), liberalization policies (Gillespie and Teegen 1995), pricing for global markets (Cavusgil 1996), international direct marketing (Mehta et al. 1996), competitive positioning (Hooley, Broderick, & Möller 1998), international marketing behavior (Rundh 2001), international market selection (Papadopoulos, Chen, & Thomans 2002), customer and supplier relationship (Cavusgil 2005), Local environments and global strategies (Grewal, Chandrashekar, & Dwyer 2008), international consumer (Wilkinson, Anna, & Widmier 2007), role of multinational corporation's network (Lee 2010); technical environment and international marketing (Chirapanda 2012) are also emerged as potential streams in international marketing literature. Uncertainty in business occurs when changes cause a chance to intervene in the shape of business activities with the passage of time. This chance of intervention leads to a more refined and updated path to perform business activities, which the authors believe is relevant to the current scenario. As a consequence, established trends must be re-evaluated and updated with the acquisition of new knowledge. In previous literature researchers have invested efforts to add knowledge in international marketing research methods, Such as:

Malhotra (1991) discussed the various methods of questionnaire administration for collecting quantitative survey data in international marketing research. Sarkees and Luchs (2011) explored the basic characteristics of stochastic frontier estimation, discusses advantages of the method that make it conducive to research in international marketing. Loane and Mcnaughton (2006) described and evaluated the application of information communication technologies (ICT) to enhance qualitative international marketing enquiry. Chetty et al. (2014) explained conducting longitudinal cross-country case study. The issues of the research methods in previous literature were assessed as a function of a particular problem. Only few Researchers have thoroughly examined the issues found within the research methodologies in international marketing studies (Craig and Douglas, 2005 and Taylor, 2002). Even a somewhat generalised view of the methodological state can be seen in the study of Taylor et al. (2011). However, previous review articles on the methodological domain reveal that much of the attention was given to the methodology, but their focus on procedure and compliance of methodological state was meagre. The results of previous reviews of research methodologies used in international marketing are presented in Table 1.

Most of the reviews on IM have provided a consolidated and general investigation on the theoretical and methodological state (Malhotra et al., 1996, Cavusgil and Das, 1997, Young and Javalgi, 2007 and Taylor et al., 2011) and methodological focus of research papers published in specific publication outlets (Malhotra et al., 2013), or studies have been based on a particular nature/research design (Andriopoulos and Slater, 2013). It is important for researchers to know the emerging areas of research related to IM subject and reasons for choosing specific attributes of the methodological domain to be considered in evaluation of the methodological state in the existing literature. Researchers should focus on the importance of assessment steps and investigate how and why specific assessment steps are formed and included. Thus, the criteria chosen for assessment should match the theoretical bases. Moreover, previous studies have

explored the state for international marketing as a whole. So, it becomes difficult to measure and identify the exact trend of the topics and methodology followed by the authors for specific research streams of IM. Therefore, this paper is an effort to bridge these gaps and provide the relevant information related to the research trend of international marketing under one parasol. The study seeks to add value to the body of existing knowledge through an intensive study of the literature. As a first step towards attaining this objective, the authors put together a general conceptual framework on the research process in international marketing. This framework helped them in delineating parameters that are important to be assessed when exploring the topics along with methodological domain.

In the present paper, assessment of the methodological domain is restricted to the research articles published in journals with the belief that academicians and practitioners prefer to publish articles most often and contribute a high level of research in journals. For this study, the authors have taken into consideration all the high-impact factors and reputed journals suggested and considered in previous reviews. A list of key journals is provided under fifth section.

3. Methodology

3.1 Planning the Review

Many researchers have performed reviews reflecting the theoretical and methodological state in international marketing literature from time to time. For example, Albaum and Peterson (1984) have examined topics, research designs and methods of data collection in empirical studies published between 1976 and 1982, Aulakh and Kotabe (1993) have reviewed research topics, research designs and analytical techniques for the literature published between 1980 and 1990, Samiee and Jeong (1994) have addressed trends in advertising studies published between 1980 and 1992, Li and Cavusgil (1995) have classified research streams under conceptual and empirical methods in the literature published between 1982 and 1990, and Nakata and Huang (2005) have identified research themes along with research designs and analytical techniques in the literature published between 1990 and 2000.

Therefore there was a need to explore the methodological trends in international marketing literature. To identify the latest trends and to record the progress in methodological aspects, they have restricted themselves to the period between 1990 and 2012 deliberately because progress and development of the undertaken time span is unaddressed in IM literature.

3.2. Identification and Consideration of Research Streams

Over time, some dimensions of IM have been bifurcated, while some have been merged with others. Therefore, the authors believe that the process of continually updating the literature should involve a significant update of the variables and their clustering under the various governing streams.

For this exercise, the authors took support from literature reviews and research stream formations performed by Albaumb and Peterson (1984) and Bradley (1987). After exploring the dimensions, they categorised each study under the research stream to which it applies effectively. The most reflective focus of this approach is convinced by earlier reviews and classification of research streams on international marketing literature (Aulakh and Kotabe, 1993, Li and Cavusgil, 1995, Cavusgil, 1998 and 2003, and Nakata and Huang, 2005). They have examined the issues at length to identify the relevant and appropriate research streams of international marketing.

3.3. Conceptual Framework of the International Marketing Research Process

The preliminary step in assessing the methodological state is to understand how research has been conducted. Therefore, the authors have adopted and modified the conceptual framework developed earlier (Craig and Douglas, 2000, and Young and Javalgi, 2007). The adoption of the conceptual framework has played a vital role in helping them in understanding the important steps in the methodological domain that offer guidelines for undertaking an international study. It also sheds light on the assessment of methodological trends in the existing literature. Figure 1 illustrates the international marketing research process within the context of four general and familiar stages.

3.4. Assessment of the Methodological State

After taking into consideration the stages involved in the conceptual framework of the international marketing research process and previous reviews, the authors have evaluated the methodological state within the following parameters: nature of research study, research designs, methods of data collection and analytical techniques. Figure 2 illustrates the substantial of the methodological domain. While assessing the methodological state, the following points have been taken into consideration:

- (1) Selection of Research Papers: With the objective to collect all the possible literature published on international marketing, authors have included research articles under 57 configurational contents of international marketing which are latterly categorised under seven research streams. All the key database and publishers, such as: Emerald, Science Direct, Springer, Taylor & Frances, EBSCO, Proquest, Inderscience, Sage and other common interfaces of journals have been investigated with these keywords. Special attention was given to the highly preferred journals of international marketing literature suggested and considered in previous reviews, such as Cavusgil and Naveen (1981), Luke and Doke (1987), Li and Cavusgil (1995) and Leondiou et al. (2010).
- (2) Time Frame: To identify the recent trends, they have assessed the relevant literature published between 1990 and 2012.
- (3) Domain Focus: The authors have carried out this assessment on the basis of the methodological context opted by the respective authors under each research stream of international marketing.

The authors' purpose in this paper is to be descriptive and inductive in nature. As a first step, they have identified the domain of methodologies in international marketing with different viewpoints of international marketing researchers. This exercise helped in measuring the strength and occurrence of international marketing research methods after classifying methodological domain of international marketing.

4. Conducting International Marketing Research: Conceptual Framework

Organisations are increasingly forming international R&D alliances to acquire and leverage technological

capabilities across markets. However, a considerable volume of research has shown that such alliances are often not an effective and efficient mechanism for internationalising R&D activities (Robson et al., 2012). Therefore, the use of an effective research process contributes to and yields effective results of a study. A conceptual framework of the general research process of international marketing is shown in Figure 1. It illustrates the research process in the context of four general phases: research objective, research design, data collection and analysis of results. Although these steps are not customised to highlight international challenges, they do provide a backdrop for the international marketing research process.

As Figure 1 elaborates, the first step in the research process is to decide the area of research, collect the relevant information, evaluate previous findings, and develop propositions and questions. Once the preliminary step of identifying the research problem and research objective has been completed, the second step of adopting an appropriate research design starts. To adopt the most suitable and effective research design, the researcher must have knowledge of the available options and their usefulness. The researcher should also be aware of the range and functionality of conceptual, empirical, qualitative and quantitative research. Research design entails specification of the data to be collected as well as tools and instruments used to collect it. Based on the research design chosen by the researcher in the second step, further decisions, such as the nature of data to be collected and tools through which data can be collected effectively and efficiently, can be made. Other decisions, such as those regarding the appropriate sample size, the sampling technique, field survey and experimental setup, are then executed in the third step of the research process. The last step involves an analysis of data and evaluation of results. Researchers generally analyse the data using different analytical techniques and validate the results using the various validation standards to establish the authenticity of the results. Sometimes researchers use more than one analytical technique to evaluate the authenticity of results, to make comparisons or to better explain the results. After an analysis of data, findings are examined and conclusions made to make the study useful as well as relevant for future use.

If the findings do not confirm the expected result, then this process will have to repeat itself. The conceptual

framework provides a clear idea about how research should be conducted and where researchers take major decisions.

5. Identification and Distribution of Research Studies

The first effort in this sequence is to delineate the conceptual domain of international marketing which classifies dimensions under the research streams that represents the integrated view of international marketing. It is observed in the literature that facets of international marketing covered a wide range. To explore this observation, exhaustive literature review is performed to re-arrange and organize the published articles. In the time frame 1990 - 2012 a total number of 1,787 research articles were published in around 450 academic and research journals. It is observed that today international marketing research articles are not only occupying space in IM core journals even other journals also prefer to publish research work on IM. Only scholarly journals are included since the subject matter is the investigation of configurational contents in IM. Following are the key journals which have contributed the maximum number of research articles.

Advances in International Marketing
 Asia Pacific Journal of Marketing and Logistics
 European Management Journal
 Industrial Marketing Management
 International Business Review
 International Journal of Research in Marketing
 International Marketing Review
 Journal of Business Ethics
 Journal of Business Research
 Journal of Euromarketing
 Journal of Global Marketing
 Journal of International Business Studies
 Journal of International Entrepreneurship
 Journal of International Marketing
 Journal of Marketing
 Journal of Marketing Management
 Journal of the Academy of Marketing Science
 Journal of World Business
 Management International Review
 Strategic Management Journal

Distribution of research articles to conceptual domain of international marketing

All the possible dimensions are identified and updated with their current status which brought a clear view of research trend & publication volume. The classification of configuration contents leads to develop & representation different derived clusters of research streams (narrated by Li and Cavusgil, 1995). But Li and Cavusgil (1995) have considered 757 research articles focusing on major research streams, but in this article results are interpreted in the context of individual contents which finally lead to represent the research stream. To the least of our knowledge, meager research are available that considered the volume of contents as this research has carried. With other reviews (Albaum and Peterson 1984; Aulakh and Kotabe 1993; Li and Cavusgil 1995; Javalgi et al. 1997; Nakata and Huang 2005), this study contains evaluation and categorization of high volume of research articles which categorized under individual configurational contents listed in Table 2. (Aulakh and Kotabe 1993) has presented the review till 1990 with the contents emerged till 1990. This research expands further attempts to update international marketing subject with latest contents till 2012. (Table 2)

The study categorizes configurational contents into main research streams of international marketing which are summed up as: nine contents are evolved under International Marketing Environment, eleven contents evolved under Comparative Studies of Marketing Systems, eight contents were summed up under International Marketing Management, nine were summed up under International Consumer & Buyer Behavior, seven were summed up under International Marketing Research, and eight contents were summed up under Interaction Approaches. As interpreted by Table 2 international marketing from 1990-2012 is governed by 57 configurational contents which are consolidated into 7 major research streams. The publishing space occupied by these research streams differs stream wise and mentioned ahead against each research stream: International Marketing Environment - 212, Comparative Studies of Marketing Systems - 192, International Marketing Management - 300, International Consumer and Buyer Behaviour - 192, International Marketing Research - 121, Internationalization Process - 224, and Interaction

Approaches - 546, Whereas, research is at meagre stage on International Marketing Research - 121. It simply concludes that maximum attention of researchers is being captured by interactional approaches (546 research articles) whereas; research is at comparatively meagre stage on international marketing research (121 research articles). Adding to these findings, very limited articles (29) are available that focus on basics and reviews of international marketing.

Distribution of research articles based on Research Streams

Under this section of simple meta-analysis, all the configuration contents are consolidated under research streams to which they govern. Prime objective of this section is to identify publication space covered by each research streams in publication outlets and review up to which extent individual research stream is preferred by international marketing researchers. (Table 3)

It can be observed from the table - 3 that all the research streams covers almost equal space in publication outlets except interaction approaches which takes up the most space with 546 research articles - 31.27% of the total space, and international marketing research which takes up the least space with only 121 research articles and only 6.91% of the total publishing space. It concludes that articles published under interaction approaches theme is most preferred by the researchers and captured the highest volume of articles, whereas international marketing research has captured minimum attention and captured least volume (121 - 6.77%) and all other areas such as international marketing environment (212 - 11.86%), comparative studies in marketing systems (192 - 10.74%), international marketing management (300 - 16.78%) consumer & buyer behavior (192 - 10.74%) and internationalization process (224 - 12.53%) are the other growing areas of research in international marketing that leave the scope for serious attention of researchers.

6. Methodological State of International Marketing Literature

Many studies have investigated the issues related to research designs and analytical techniques in international marketing. Some of the studies have focused on the involvement of the best research designs and analytical techniques (Nasif et al., 1991, Saimee and

Jeng, 1994 and Harris, 2000). Based on the issues undertaken in the previous studies, it is clear that knowledge of research designs, methods of data collection for specific research designs and analytical techniques play a vital role in the international marketing research process. However, researchers have not only addressed issues of methodologies, but also invested efforts in investigating qualitative and quantitative research designs (Albaum and Peterson, 1984), conceptual and empirical research techniques (Li and Cavusgil, 1995), univariate/bivariate and multivariate analytical techniques (Aulakh and Kotabe, 1993), and research designs and analytical techniques (Nakta and Huang, 2005). The authors have noticed that the body of international marketing literature as a whole and the assessment of the methodological state in particular have been carried out without a sophisticated theoretical base. Therefore, taking the previous reviews into consideration, they have framed a classification of the methodological domain. Figure 2 illustrates the methodological domain and classifies research design and analytical technique under the relevant categories.

In simple words, the methodological state refers to the trends in the solution-based methodologies opted by authors in previously published literature. An examination of the existing literature shows that researchers have been using different research designs and analytical techniques to solve the problems related to international marketing. To achieve research objectives appropriate research method is required to be used. Figure 1 spell out the four general steps involved in the research process. First step in the process is about the conceptual domain of the research whereas next three steps are interrelated and emphasise on its methodological part. Figure 2 depicts classification of methodological domain existing in international marketing literature. As figure 2 portrayed, two types of studies have been identified in international marketing literature, namely qualitative and quantitative studies. Qualitative studies are based on qualitative methodologies and a formalised procedure of gathering, analysing and interpreting qualitative data, such as concept evolvment, research questions, proposing hypothesis, presenting viewpoints, analysing and developing theories, reviewing literature, making observations of a phenomena and expert opinion. Scholars perform qualitative studies using primary as well as secondary data. Based on the nature of data

used, qualitative studies are segregated into two segments, namely conceptual qualitative studies and empirical qualitative studies. Examples of conceptual qualitative studies include literature review studies, view points, identifying research gaps from theories, research prepositions and hypothesis, and general observations of the subject based on the experience of the researchers. Studies based on first-hand qualitative data, such as observations, expert opinion, interviews, case development and analysis, are considered under empirical qualitative studies.

The second segment of the methodological domain refers to quantitative studies. Quantitative studies emphasise more on quantifying results by using different analytical techniques, mathematical and numerical analysis, and calculations/modelling using assorted software. Researchers use different quantitative methods and techniques to perform quantitative studies. Like qualitative studies, quantitative studies are also classified into micro segments based on the data incorporated to perform the study. These are conceptual quantitative studies and empirical quantitative studies. For quantitative studies, analytical techniques are common for quantifying and analysing data. The content analysis technique however falls under conceptual quantitative studies. In conceptual quantitative studies, the researcher applies these analytical techniques on secondary data, whereas in empirical quantitative studies, the researcher first collects the data from a primary source and then applies these analytical techniques. The analytical techniques often used to perform quantitative studies are univariate/bivariate and multivariate techniques. Univariate/bivariate techniques include cross tabulation, t-test, ANOVA, correlation and simple regression methods. Multivariate techniques include ANCOVA, MANOVA/MANCOVA, multiple/OLS/stepwise/logistic regression, discriminant analysis, conjoint analysis, cluster analysis, factor analysis, path structured analysis/structural equation modelling and econometrics methods.

An important observation from an investigation of analytical techniques is that researchers prefer representing all the research papers under a single analytical technique. For example, in the univariate/bivariate and multivariate segmentation performed by Aulakh and Kotabe (1993), and Nakta and Huang (2005), they have considered all the research papers in one of

the segments and left other studies uncategorised/unnamed. In contrast, the authors of this study have adjudged from the literature that researchers have used more than one analytical technique to validate their studies. In research papers, authors have used either a single analytical technique (such as univariate/bivariate or multivariate) or a combination of techniques (such as univariate/bivariate and univariate/bivariate or univariate/bivariate and multivariate or multivariate and multivariate). Papers based on research using more than one analytical technique are considered in the multi-technique category. Moreover, authors have noted that researchers have explored analytical techniques falling under empirical studies, while conceptual studies are not taken into consideration. To bring a clear picture of the methodological state to the surface, the authors have considered all the studies for review. They have identified the methodological domain of international marketing under two broad categories of studies - qualitative and quantitative. They govern four types of research designs - conceptual qualitative, conceptual quantitative, empirical qualitative and empirical quantitative. A review based on this general classification of methodological domain reveals that solution-based methodologies are being used by following the various analytical techniques. All the seven research streams of international marketing are assessed on the research design, method of data collection and analytical techniques followed.

7. Assessment of Methodological Trends in International Marketing Literature

The issue of methodological domain and state of methodological practice appeared to be under-researched over two decades. The authors started their assessment of the methodological state of international marketing literature by identifying the international marketing research process (as detailed in section 4). This exercise produced the basic constituents of the methodological domain. They then combined the typologies of the methodological domain performed by researchers in the past and classified them in a sequential manner (as described in section 5). After performing the basic exercises in sections 4 and 5, they reviewed the methodological domain used in 1,787 research papers related to international marketing and published between 1990 and 2012. First, they assessed the research

designs, then discussed methods of data collection and lastly assessed the analytical techniques used in research papers. The authors assessed research designs individually for each research stream and collectively for the whole international marketing literature.

7.1 Assessment of Research Designs

Research designs in international marketing literature are segmented as conceptual qualitative, empirical qualitative, conceptual quantitative and empirical quantitative. After the authors identified the research designs (discussed in sections 4 and 5 in detail), they reviewed all the research papers individually on the bases of the research designs they use and research streams they belong to. Table 1 represents the research designs under all the seven research streams of international marketing. (Table - 4)

The greater use of quantitative as compared to qualitative studies confirms the significant role that software tools, statistical methods and mathematical calculations have played in the research published until now. The authors also notice that empirical quantitative studies are the most preferred research design, which confirms the observations of the previous researchers (Aulakh and Kotabe, 1993, Li and Cavusgil, 1995, and Nakta and Huang, 2005). Table 4 shows additional insight into the results as there is a significant difference in the relative frequency of research designs when analyzed by research streams. The evaluation however no mean to emphasize on the large number of empirical research in international marketing, rather its to draw attention to the numerous opportunities existing for qualitative methods.

7.2 Assessment of Data Collection Techniques

The next assessment of the methodological state is based on the methods of data collection chosen by the authors in literature published recently. The segmentation of data collection methods in this study is based on the study of Taylors et al. (2011). The different methods of data collection in international marketing literature are explained in Table 2. It represents that a wide variety of data collection techniques are being used. (Table 5)

As evident from the table and also from the study by Taylor et al. (2011), surveys (49.18) are the

single-most-used technique. It simply means that researchers prefer to produce their research work using primary data. Researchers also prefer secondary data (14.32 percent) and case studies (8.05 percent). Content analysis (0.39) is the least-preferred technique. Results of data collection methods appears 'opportunistic' to a certain extent than conceptualized and integrated to the relevant literature. Choice of data collection techniques seems to be a decision of convenience than research objective. The evaluation of data collection techniques thus be considered a 'call to action' for researchers in the subject.

7.3 Assessment of Analytical Techniques

The authors have noticed that both qualitative and quantitative studies employ analytical techniques. The analytical techniques used in the 1,787 research papers perused by the authors are listed in Table 3. They have preformed different than previous researchers in reporting analytical techniques. In previous reviews analytical techniques are reviewed only for empirical studies (Albaum and Peterson, 1984, Aulakh and Kotabe, 1993, and Nakta and Huang, 2005). It was adjudged in literature that researchers in the past have used one or multiple combinations of techniques for their studies. The authors of the present study have classified analytical techniques based on the nature of research study. (Table 6)

From Table 3, it can be seen that a large number of studies fall in the multi-technique category. It indicates that the authors have used more than one analytical technique while performing their studies. Under qualitative studies, literature reviews analysis is most popular among researchers (347 studies). Techniques falling under univariate and bivariate techniques are used in 248 studies, and 188 studies have employed multivariate techniques. The use of multiple techniques in the various states of research shows the advancement in the rigour of research (Aulakh and Kotabe, 1993). This pattern is perhaps a logical outcome of the dominance of empirical studies and surveys. In particular, for which there is an increasing availability of softwares to perform complex statistics (Nakata and Huang, 2005). The assessments of analytical techniques

conclude that more attention has been given to multi techniques. It denotes multi techniques allow researcher to be more 'flexible' and 'integrative' in their research.

8. Findings and Conclusion

The present review is not definitive nor is it intended to be. Rather, authors attempt to innovatory in summarize, synthesize and interpret research in international marketing over the 1990 - 2012 timeframe. Authors have reviewed 1816 research articles. Out of this 1787 articles contributed to evolve 57 configurational contents of conceptual domain and 29 articles belong to the review aspects of international marketing. This analysis finally evolves seven major research streams of international marketing. Aim behind this piece of research work is to review & evolve conceptual and methodological domain which constructs a repository of extent thought and its development. By discussing the literature within the context of domain areas and its more delicately gained themes, authors have attempted to draw attention to key developments and findings. The review of recent literature on international marketing indicates that the field is making headway on several fronts. Equally important is the identification of numerous areas of research in international marketing which has been the parallel focus of the review.

While assessing state-of methodological domain, literature synthesis concludes what is the current position of research methods in international marketing subject. Review articles available in this area have considered the methodological domain as an isolated phenomenon without linking the different possible constituents of the domain that could bring home comprehensive information. The findings of this study have been aimed at drawing an objective view as to the theoretical gaps existing in the previous literature, and however does not pour scorn on efforts invested by previous researchers on this subject. It could be a valuable resource for potential researchers of international marketing if they opt for a decisive methodology while appreciating and taking into consideration the different approaches and efforts of the earlier researchers on the subject. Thus, the review and assessment presented here may be considered as a theoretical base for assessing the methodological domain of international marketing.

Through this study, the authors also endeavour to encourage researchers by providing information regarding the relevant research processes. Therefore, they have represented research designs, methods of data collection and analytical techniques in a comprehensive manner along with the framework. This study traces the methodological state for the seven established research streams of international marketing. The research methodologies adopted in the seven streams have been evaluated in the context of research designs, methods of data collection and analytical techniques. The results of the review of the methodological domain show that international marketing has attained a scientific degree in literature because the work done so far has swung towards empirical quantitative studies. It is also clear that researchers are also investing efforts in applying burly research designs. Notably, a broader array of qualitative methods is also being used. The results of the assessment also indicated that previous works employed a wider range of analytical techniques and most of the authors have used more than one analytical technique to arrive at the results for their studies. The authors also conclude that multiple techniques and mixed methods also exist in the international marketing literature. Owing to the nature of the subject, there is always room for improvement on the theoretical base in this study. Nonetheless, the authors believe that the scope of this study may function as a formidable basis or reference on which potential areas can be further explored.

Implications

This study augments the existing body of knowledge by adding theoretical insights to the IM literature. It spells out configurational contents, research designs and analytical techniques of various research streams of IM to highlight as well as to derive the exact relationship between a particular research stream and its methodologies as the basis for future research. One of the questions before international marketing researchers and practitioners is whether the qualitative and quantitative research designs will continue to dominate the research methodology. Mixed methods (combinations of qualitative and quantitative research

designs) have begun to receive attention in studies. It is also clear from an assessment of the methodological trends that international marketing researchers prefer more than one analytical technique and not just single univariate/bivariate or multivariate technique. Therefore, the authors believe this topic is evolving interesting ways and there will certainly be ample scope for further assessments in future. Conversely, the inclusion of quantitative to qualitative research often increases the generalibility. In this piece of research it has been suggested that research methods allow practitioners toward more trustworthy decisions than any single pattern. For international marketing practitioners, the inclusion of both deductive and inductive logic allow for a more holistic view of a given IM problem.

This study might help the researchers and practitioners of international marketing in identifying types of research designs and analytical techniques for various research streams that have been published on international marketing. For example, authors find that importance of theoretical development and qualitative research usually is the one that help researchers to generate ideas and theories, quantitative research mostly tests them. Therefore, preference was skewed toward quantitative techniques. In addition, this article provides information on process and facets for designing preliminary methodology in conducting international marketing studies. From this extensive analysis of previous studies we suggest that researchers' of this subject must first develop a strong research question by analyzing available theories and concept than test them empirically.

The state of methodological trends have reviewed under 57 configurational contents clustered into seven governing research streams of international marketing.

This review cannot be claimed to be fully exhaustive, however it does provide quite a reasonable insight into the state-of art international marketing research. Analysis of research methods and analytical techniques are restricted to articles published in international marketing subject between 1990 and 2012. Hence, results cannot be generalize to whole marketing subject.

Table 1: Literature Review Studies Focused on the Literature Review Along with Methodological State of International Marketing

Authors (Year of Publication)	Period Covered	Years Covered	Number of Papers Analysed	Focus on
Winter and Prohaska (1983)	NA	NA	NA	An examination of methodological issues in comparative analysis and proposed solutions in international marketing systems
Albaum and Peterson (1984)	1976-1982	7	111	What has been researched and how the research has been conducted
Bradley (1987)	NA	NA	1,014	Determining the extent of development in international marketing literature
Aulakh and Kotabe (1993)	1980-1990	11	720	An assessment of changes in both substance theoretical and methodologies employed in international marketing
Li and Cavusgil (1995)	1982-1990	9	757	Research stream development, research designs and data-collection techniques employed in international marketing
Malhotra et al. (1996)	NA	NA	NA	Organising methodological issues around a six-step framework describing the marketing research process
Cavusgil and Das (1997)	NA	NA	NA	Identifying relevant methodological issues in empirical cross-cultural research
Craig and Douglas (2001)	NA	NA	NA	Examining the capabilities and skills international researchers will need to acquire in order to conduct research in the increasingly diverse and rapidly changing marketplace
Reynolds et al. (2003)	NA	NA	NA	Providing justification for sampling issues in international marketing research
Nakta and Huang (2005)	1990-2000	10	587	Development of the theoretical and research methods in international marketing
Cavusgil et al. (2005)	NA	NA	NA	Critically evaluating the progress in international marketing through ontological, thematic and methodological lenses
Herk et al. (2005)	NA	NA	NA	Presenting a framework for establishing equivalence of international marketing data
Young and Javalgi (2007)	NA	NA	NA	Providing a framework for conducting international marketing research projects and presenting several factors that should be considered in global market research studies
Taylor et al. (2011)	2005-2010	6	80	Summarizing guidelines for conducting cross - national research

Table 1 (B): Studies focused on Conceptual Domain of International Marketing

Authors (Year of Publication)	Period Covered	Years Covered	Number of Papers Analysed	Focus on
Terpstra (1987)	NA	NA	NA	Reviewing pre- and post 1970 global environment also discussing the implications of changes for international marketers
Javalgi et al. (1997)	1987-1993	7	1645	Examining international marketing literature published in twenty prime journals during 1987-1993
Cavusgil (1998)	NA	NA	NA	Examining five international marketing scholarly questions
Sheth and Parvatiyar (2001)	NA	NA	NA	Emphasizing contextual factors of international marketing
Chao et al. (2003)	NA	NA	NA	Highlighting international marketing developments, opportunities and research issues that warrant closer issues in Asia - Pacific region.
Cavusgil (2003)	NA	NA	NA	Attempting to critically evaluate progress in international marketing research
Malhotra et al. (2005)	1983-2003	21	540	Summarizing the output and content of international marketing review
Czinkota and Samli (2007)	NA	NA	NA	Evaluating the future of international marketing in the age of globalization
Leonidou et al. (2010)	1975-2004	30	508	Assessing the contribution of leading mainstream marketing journals to the international marketing discipline
Saimee and Chabowski (2012)	1999-2008 2009-2010	12	3632	Examining the forces that shape international marketing field using bibliometric methods
Cavusgil and Cavusgil (2012)	NA	NA	NA	Drawing attention to major disruptions impacting international marketers and provided insights for appropriate firm response.
Rana and Sharma (2015)	1990-2012	22	1817	Evolving and evaluating conceptual domain of international marketing

Table 2. Development and Categorizing the International Marketing Configurational Contents

Configured Contents (1990-2012)	Derived Clusters	No. of Studies
International Culture	International Marketing Environment	25
International Economic Environment		23
International Demographics		19
International Political & Legal Environment		29
International Social Aspects		13
International Marketing Policies		13
International Commerce		7
Technical Developments		22
International Marketing Ethics		58
International Marketing Environment (Basic)		3
Comparative Assessment	Comparative Studies of Marketing Systems	24
International Competitiveness		36
Globalization		45
Assessment of Market Capabilities		21
Characteristics of International Markets		10
International Marketing Performance & Engineering		14
International Marketing Structure		12
International Marketing Behaviour		6
International Marketing Operations		13
International Marketing System		11
International Marketing Segmentation	International Marketing Management	48
International Market Selection		39
International Marketing Mix		61
International Advertising & Communication		7
International Brand Management		40
International Marketing Channels		12
International Marketing Strategy		45
International Marketing Planning		8
Country of Origin	Consumer and Buyer Behaviour	42
International Buyer and Supplier Relationship		27
Consumer Choice, Knowledge and Attitude		31
International Brand Preferences		20
Family Decision Making		9
Information Search Behaviour		12
International Customer Loyalty		16
International Customer Satisfaction		23
Perceived Risk		12

Internationalization Orientation & Communication	Internationalization Process	103
International Entrepreneurship		49
International Positioning		18
International Retailing		31
Domestic Vs. International Marketing		23
Evaluation, Investigation and Assessment	International Marketing Research	13
Measurement and Comparable Scales		22
Methodological Aspects		8
Data Analysis		11
International Product/Service Development		5
International Innovation and Diffusion		32
Research Trends in International Marketing		20
International Marketing Research (Basic)		10
Exporting	Interaction Approaches	122
Importing		49
Foreign Direct Investment		113
International Joint Venture		49
International Direct Marketing		5
International Franchising		24
International Subsidiaries		30
International Strategic Alliance		59
Market Entry Mode (Miscellaneous)		95
International Marketing Miscellaneous (Basic and Reviews)		29

Table - 3: Contribution of research articles against research streams.

Configurational Clusters	No. of Studies
International Marketing Environment	212
Comparative Studies of Marketing Systems	192
International Marketing Management	300
Consumer and Buyer Behaviour	192
Internationalization Process	224
International Marketing Research	121
Interaction Approaches	546
Total No. of Studies	1787

Table 4: The State of Research Designs in International Marketing Literature

Research Streams	Research Designs					
	Qualitative Studies			Quantitative Studies		
	Conceptual Qualitative (CQL)	Empirical Qualitative (EQL)	Total Qualitative Studies	Conceptual Quantitative (CQN)	Empirical Quantitative (EQN)	Total Quantitative Studies
International Marketing Environment	77	31	108	27	77	104
Comparative Studies of Marketing Systems	43	18	61	37	94	131
International Marketing Management	60	35	95	68	137	205
International Consumer & Buyer Behaviour	17	11	28	18	146	164
Internationalisation Process	58	48	106	31	87	118
International Marketing Research	28	13	41	33	47	80
Interaction Approaches	64	65	129	201	216	417
Total	347	221	568	415	804	1,219

Table 5: Methods of Data Collection in International Marketing Literature

Data Collection Method	No. of Studies
Content Analysis	7
Experiment & Modelling	65
Surveys (Primary Data Collected Using a Standardised or Customised Tool)	879
Conceptual	339
Qualitative	44
Case Studies	144
Interviews	31
Secondary Data Analysis	256
Others	22

Table 6: The State of Analytical Techniques Being Used in International Marketing Literature

Analytical Techniques	Research Streams in International Marketing							Total
	International Marketing Environment	Comparative Studies of Marketing Systems	International Marketing Management	Consumer & Buyer Behaviour	Internationalization Process	International Marketing Research	Interaction Approaches	
Qualitative Studies								
Literature (Viewpoint) Analysis	77	43	60	17	58	28	64	347
Case Study/In-depth Interview Analysis	24	15	26	7	44	10	49	175
Qualitative Mix	7	3	9	7	4	3	16	46
Quantitative Studies								
Content Analysis	1	-	-	3	-	1	2	7
Univariate/Bivariate								
ANOVA	9	10	9	18	4	2	7	59
Correlation	12	11	11	13	6	4	22	79
Regression	6	12	18	4	7	1	37	85
T-test	5	5	2	6	2	-	5	25
Multivariate								
ANCOVA	-	-	1	1	-	-	-	2
MANOVA	2	-	2	5	-	-	6	15
Cluster	1	-	3	-	3	3	1	11
Discriminant	-	2	1	-	-	-	3	6
Regression (Multiple)	3	6	17	9	9	3	20	67
Factor Analysis	-	2	1	1	3	-	3	10
Path Structured Modelling	6	9	20	5	5	6	24	77
Multi Techniques	59	74	120	99	79	60	287	778
Total	212	192	300	192	224	121	546	1787

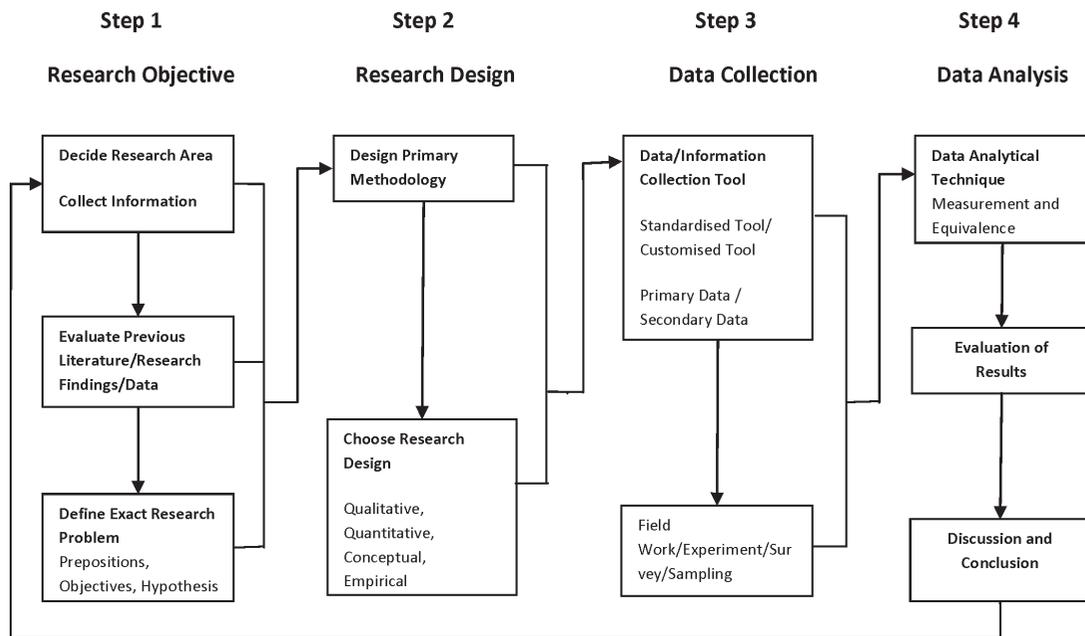


Figure 1. International Marketing Research Process Framework
 Modified from Malhotra et al., 1996, Douglas and Craig, 2000, and Young and Javalgi, 2007

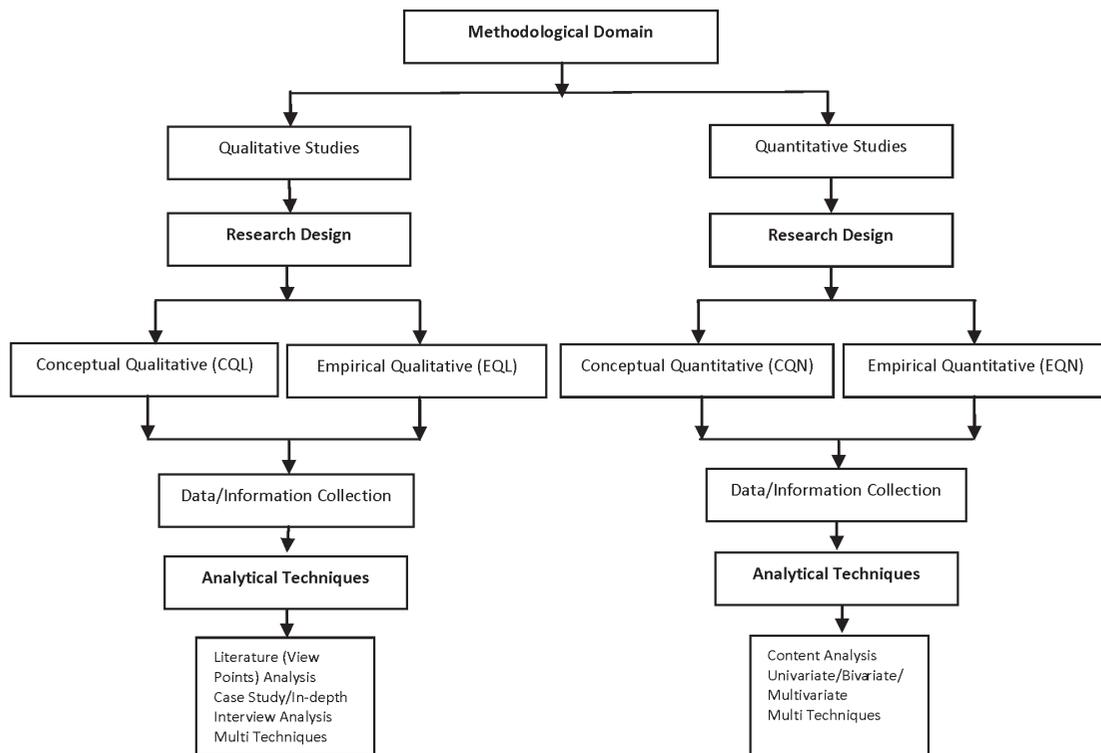


Figure 2. Assessment of the Methodological State in International Marketing

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