



- [Journal home](#) >
- [Volumes and issues](#) >
- Volume 48, issue 5

Search within journal

## Volume 48, issue 5, September 2020

### Special Issue: Managing Business and Innovation in Emerging Markets

Issue editors

- V. Kumar
- Rajendra Srivastava

12 articles in this issue

1. [Introduction to the business model innovations in emerging markets special issue](#)

**Authors**

- John Hulland
- Mark Houston
- Content type: Editorial
- Published: 10 June 2020
- Pages: 813 - 814

2. [New perspectives on business model innovations in emerging markets](#)

**Authors**

- V. Kumar
- Rajendra Srivastava
- Content type: Editorial
- Published: 12 December 2019
- Pages: 815 - 825

3. [A theoretical model of the formation and dissolution of emerging market international marketing alliances](#)

**Authors**

- Kiran Pedada
- S. Arunachalam
- Mayukh Dass
- Content type: Conceptual/Theoretical Paper
- Published: 28 February 2019
- Pages: 826 - 847

4. [Leveraging service recovery strategies to reduce customer churn in an emerging market](#)

**Authors**

- Sourav Bikash Borah
- Srinivas Prakhya
- Amalesh Sharma
- Content type: Original Empirical Research
- Published: 07 February 2019
- Pages: 848 - 868

5. [How nostalgic brand positioning shapes brand equity: differences between emerging and developed markets](#)

**Authors (first, second and last of 4)**

- Martin Heinberg
- Constantine S. Katsikeas
- Markus Taube
- Content type: Original Empirical Research
- Open Access
- Published: 26 February 2019
- Pages: 869 - 890

6. [Employee-level open innovation in emerging markets: linking internal, external, and managerial resources](#)

**Authors**

- Yuosre F. Badir
- Björn Frank
- Marcel Bogers
- Content type: Original Empirical Research
- Open Access
- Published: 09 August 2019
- Pages: 891 - 913

7. [New product introductions for low-income consumers in emerging markets](#)

**Authors (first, second and last of 4)**

- S. Arunachalam
- S. Cem Bahadir
- Rodrigo Guesalaga
- Content type: Original Empirical Research
- Published: 27 April 2019

- Pages: 914 - 940

## 8. [Understanding the feasibility and value of grassroots innovation](#)

### Authors

- Shaphali Gupta
- Content type: Conceptual/ Theoretical Paper
- Published: 12 March 2019
- Pages: 941 - 965

## 9. [Does doing good lead to doing better in emerging markets? Stock market responses to the SRI index announcements in Brazil, China, and South Africa](#)

### Authors (first, second and last of 4)

- Peng Zou
- Qi Wang
- Chenxi Zhou
- Content type: Original Empirical Research
- Open Access
- Published: 22 April 2019
- Pages: 966 - 986

## 10. [Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse innovation](#)

### Authors

- Verdiana Giannetti
- Gaia Rubera
- Content type: Original Empirical Research
- Open Access
- Published: 24 June 2019
- Pages: 987 - 1008

## 11. [Reverse innovation: a conceptual framework](#)

### Authors

- Suresh Malodia
- Shaphali Gupta
- Anand Kumar Jaiswal
- Content type: Conceptual/Theoretical Paper
- Published: 11 November 2019
- Pages: 1009 - 1029

## 12. [Emerging market innovations: unique and differential drivers, practitioner implications, and research agenda](#)

### Authors

- Venkatesh Shankar
- Unnati Narang

- Content type: Conceptual/Theoretical Paper
- Published: 17 August 2019
- Pages: 1030 - 1052