

# **Economic Transition and International Business**

Managing Through Change and  
Crises in the Global Economy

**Edited by  
Eric Milliot and Sophie Nivoix**

# Contents

<i>List of Contributors</i>	vii
<b>Introduction: The Various Aspects of a World in Transition</b> JEAN-PAUL LEMAIRE AND ERIC MILLIOT	1
<b>PART 1</b>	
<b>Crises as Transition Indicators</b>	7
<b>1 A Neo-Institutional Analysis of the Effects of the Crisis on Financial Regulation in the G20 Countries</b> ERIC MILLIOT, NADINE TOURNOIS AND JACQUES JAUSSAUD	9
<b>2 The Sociological Branch of Neo-Institutional Theory: A Relevant Framework for Analysing the Effects of the Economic Crisis on Fast-Growing Economies?</b> VALENTINA CARBONE	29
<b>3 A Sustainable Review of Conventions between Economic Actors</b> PIERRE-CHARLES PUPION	39
<b>4 Behaviour of Individuals and Crises: Towards a New Paradigm in Finance?</b> PASCAL BARNETO	50
<b>PART 2</b>	
<b>The Impact of Transitions on Agents</b>	61
<b>5 China Looking for a New Model</b> YUGANG GUO AND SOPHIE NIVOIX	63

<b>6</b>	<b>The Shifting Power of Influence of Lobbying Consumer Associations in Europe: The Transition to the Status of Institutional Stakeholder</b>	<b>85</b>
	SONIA LORENZANI	
<b>7</b>	<b>Internationalisation of SMEs from Transition Economies: The Case of Moroccan SMEs</b>	<b>107</b>
	CAROLINE MINIALAI, MARTINE BOUTARY, MARIE-CHRISTINE MONNOYER AND MOHAMMED NABIL EL MABROUKI	
<b>8</b>	<b>The Factors of Influence in the Export Decision of Algerian Manufacturing SMEs</b>	<b>130</b>
	MOHAMMED KADI	
<b>PART 3</b>		
	<b>Decision-making and Managerial Transitions</b>	<b>155</b>
<b>9</b>	<b>Location and Anchoring of Foreign Investment by Multinational Companies in Evolving Territories: The Role of the Top Subsidiary Manager</b>	<b>157</b>
	SÉBASTIEN LE GALL	
<b>10</b>	<b>Managing International Joint Ventures: An Organizational Learning Perspective</b>	<b>176</b>
	VAN HIEN NGUYEN, PIERRE-YVES LÉO AND JEAN PHILIPPE	
<b>11</b>	<b>Innovation Strategies without Borders: What Prospects for Chinese Companies?</b>	<b>205</b>
	LILIANA MITKOVA AND XI WANG	
<b>12</b>	<b>Creative Pathways and Designers' Figures: An Exploration of Designer Studios and Strategies in Montreal's Fashion Industry</b>	<b>225</b>
	AMINA YAGOUBI AND DIANE-GABRIELLE TREMBLAY	
	<b>Conclusion: Towards a World in Transition</b>	<b>241</b>
	JEAN-PAUL LEMAIRE	
	<i>Index</i>	<b>243</b>