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*An institution-based view of international business ...
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Mike W. Peng : 9781408019566
Mike Peng's research has
focused on contemporary
management research in China
and other transition
economies, while Klaus Meyer
has studied businesses in
the countries of Central and
Eastern Europe as well as
Asian economies such as
Vietnam and Taiwan, and
multinational firms from
Germany, Denmark and the UK.*

*International business
(Book, 2019) [WorldCat.org]
Big question in
international business
research Mike W Peng 100 In
response, this article is
written primarily to take up*

Buckley's (2002) challenge and also to comment on Buckley and Ghauri's (2004) more recent work. While agreeing with Buckley's (2002) review of the postwar IB research agenda, I beg to

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Leveraging the recent research interest in emerging economies, this Perspective paper argues that an institution-based view of international business (IB) strategy has emerged. It is positioned as one leg that helps sustain the "strategy tripod" (the other two legs consisting of the industry- and resource-based views).

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