

# Call for book chapters

This call concerns book chapters that will contribute to the proposed book “Competitive International Strategy: Key Implementation Issues”.

International operations of companies have steadily expanded due to various circumstances during the last decades. Parallell to these developments research on international strategy has progressed extensively (e.g., Hitt, Li, and Xu, 2016). A company’s international strategy concerns long-term intentions that are relevant across national borders, while strategy implementation emphasizes operational activities. Furthermore, research on international strategy not just considers the international dimension to be a context, but the dimension is a major aspect of a topic (Tallman and Pedersen, 2015). However, there is a need for further understanding of international strategy and implementation needs particular attention since it consists of several complicated issues.

The book will treat international strategy and key implementation issues that are theoretically and practically relevant. The issues may be analyzed and discussed based on literature reviews, conceptual developments, or case studies.

The call for chapters applies to chapters on various key issues. These are some examples:

- Should international strategy be explicit or an orientation?
- How should strategy consistency be achieved?
- Is it possible to accomplish corporate integration and local responsiveness simultaneously?
- Why is it difficult to realize a potential for international synergy?
- Are there any optimum international sales channels in light of corporate strategy?
- How should e-commerce and physical sales to international customers be balanced?
- What is the role of social structure when implementing international strategy?
- How does technology affect international strategy implementation? For example, how does digitalized production affect international competitiveness?
- How should an international acquisition be integrated into the corporate framework to achieve internal legitimacy?
- Is it possible for an international joint venture to simultaneously adhere to frameworks of different parent companies originating from different home countries?

At this moment it is enough if you declare an interest in contributing to the book by writing a chapter, and inform me about an issue that your prefer. I will then deliver the proposal to a well established publishing company. Please let me know if you have any questions.

With best wishes,

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#### References

Hitt, M.A., Li, D., Xu, K. (2016). International strategy: From local to global and beyond  
*Journal of World Business*, 51: pp. 58–73

Tallman, S., Pedersen, T. (2015). What is international strategy research and what is not?  
*Global Strategy Journal*, 5: pp. 273–277.