

Synthesizing the latest Configurational Contents of International Marketing

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Abstract

This study is an effort to attempt and identify the most recent configurational contents developed during 1990 - 2012. Literature of this particular duration is assessed to explore attention captured by each individual configurational content by researchers, publication outlets and in terms of their application in a particular industry. This literature synthesis 1834 research articles published in particular time frame 1990 - 2012, which yield 57 different configurational contents of international marketing with application in 32 different industries. These 57 configurational contents are categorized under 7 derived clusters. Review also focuses on attention of publication outlets in context of specialized volumes published in each research stream of international marketing. This synthesis find that international marketing has made substantial progress in context of concepts, their application. All the configurational contents and research streams successfully captured the attention of researchers and publication outlets.

Keywords: International marketing, Configurational Contents, Research Streams

1. Introduction

Uncertainty in business occurs when changes cause a chance to intervene the shape of business activities with the passage of time. This chance of intervention leads to more refine and updated path to perform business activities which suits in the running scenario. Integration of intercessions in changes develops a sagacity which not only reduces uncertainty of business, also contributes in the business growth. To support the contention of development in international marketing streams in last two decades we need to integrate literature dealing with international marketing. No doubt the last two decades of international marketing have witnessed an exclusive growth in various ways and a large number of research articles are published in hundreds of publication outlets on international marketing. Parallely international marketing has taken implication in various industries as well. A number of authors has reviewed domain of international marketing in terms of theoretical conception, methodological evaluation and practical practice. International marketing domain is explored by: Cavusgil and Li (1992), Seth and Parvatiyar (2001), Buckley (2002). International Marketing Classification: Li and Cavusgil (1995), trends of international marketing: Yip (1997), Craig and Douglas (2001), Tan and Lui (2002), Young and Javalgi (2007). Milestones roofed by international Marketing: Cunningham and Jones (1997), Nakata and Huang (2005), Cavusgil (1998), Terpstra (2000), Cavusgil et al. (2005). A sight to international marketing practice: Gencturk et al. (1995), Reynolds (2000), Katiskeas (2003), Johnson et al. (2009). Foundation of international marketing research concepts and methods: Aulakh and Kotabe (1993), Mullen et al. (1995), Hyman and Yang (2001), Cavusgil (2003), Reynolds et al. (2003), Douglas and Craig (2006). Assessment of international markets: Wood and Robertson (2000), Cavusgil et al. (2004). Cautions towards international marketing: Dalgic and Heijblom (1996), Simmonds (1999). International marketing policies: Czinkota and Ronkainen (2003). Many other perceptive attempts have been made in past which evidence of focus to international marketing by publication outlets: Malhotra et al. (2005), Leonidou (2010). Considering all the fraction of international marketing studies the fact is that, literature concerning international marketing from 1990 onwards has propagate a number of conceptualizations and applications of international marketing have emerged in

the literature. It is worthwhile to proffer an up to date review of what has been accomplished in last decades. While accumulating literature of last two decades the most common substantiation emphasis on concept development and their application in international marketing. Up to the extent of this growing body of international marketing the following questions arise to answer: -

- (a) What are the issues associated with configuration and implication of international marketing over the period of time?
- (b) What is the importance of these issues and how do they contribute to configure international marketing streams?
- (c) How many individual elements of international marketing developed and implemented from 1990 onwards?

Bringing in mind the above questions to assess and consolidate facets in existence on international marketing this is an effort to trace changes and development over the period of time. The remainder of this paper are - methods to make it possible in next section which provide the information of procedure which is followed to carry out changes and development on surface. Assessment of developments and changes is provided in section interpretation which symbolize configurational and applicational changes in considered time frame and categorize them into research streams, attention of publication outlets this section leads to explore the configurational contents under each derived cluster. Finally, concluding remarks for future research directions to international marketing researchers.

2. METHOD OF LITERATURE SYNTHESIS

This is a methodical review with an objective to cover each aspect which contributes in international marketing panorama. First research articles are collected from each journal of international marketing and related stream. A large number of 1834 articles are traced from 489 Journals with the orientation that each article which covers any aspect of international marketing must be counted in study and all related journals must be explored. Our search was independent by using keywords in all marketing and management databases such as: Science Direct, Taylor and Francis, Jstor, Ebsco, Proquest, Emerald, Springer, ACM, Oxford University Press, Wiley Interscience, Sage, Google Scholar, SSRN, and many others. The variety of topics routed from these databases yield research papers on various research themes of international marketing. Journal contribution and research articles on various facets of international marketing are also assessed earlier by researchers i.e. Wood and Robortson (2000), Malhotra (2007) and Leonidou (2010). To undertake the intention efforts are invested in the following criteria -

- (a) First research articles are collected from aforesaid databases by using keywords on international marketing.
- (b) Research articles are divided into a significance time span e.g. (1990 - 1994, 1995 - 2000, 2001 - 2005 and 2006 - 2012)
- (c) Configurational and Applicational changes are explored from research articles.
- (d) Configurational contents are explored with number of research article published on each content of international marketing.
- (e) Specialized issues of journals are segregated according to research streams of international marketing.

Based on the above criterion our search begins from collection of research articles referring to international marketing as mentioned above and then following procedure was following to carry out research in a rationalized approach.

2.1. Procedure of Exploring Configurational and Applicational Changes

After collecting the research articles influences international marketing, Literature explored a variety of configurational contents. Research papers are segmented under these configurational contents. Furthermore, research papers are clubbed under the time span, 1990 - 1994, 1995 - 2000, 2001 - 2005, and 2006 - 2012 within each configurational contents. This process helps us to conclude that, which of the configurational content came in sight in

which particular time span. Similarly, all the articles has been studied in detail and with intention to investigate industry on which study is performed within the mentioned time span. It is sure that not any of configurational and applicational changes are repeated and they belong to the particular time span in which they are represented in the table 1. This section focus on exceedingly specific industries and concept development in journey of international marketing.

2.2. Procedure of Classification and grouping of Configurational contents

The key objective of this study is to synthesize the prior literature in significant manner to explore latest Configurational contents of international marketing. Considering the reviews and classification performed earlier by Albaum and Peterson (1984), Aulakh and Kotabe (1993), Li and Cavusgil (1995), Cavusgil (1998), Cavusgil (2003), Nakata and Huang (2005), Leonidou et al. (2010) and Jones et al. (2011) have explored classification schemes and facets of international marketing indicators. The aim of this study is to poise the change transpire in this subject over the last decades. Classification of streams and configuration contents is based in terms of concept development and implication factors. Other than this, research articles are evaluated and combined under individual dimensions and finally a set of common stream dimensions leads to shape a single measure research stream.

2.3. Procedure of collecting specialized issues of journals

Following to Malhotra et al. (2005) and Leonidou et al. (2010) we have explored the contribution of publication outlets in context of international marketing. The collection of specialized issues belong to the most reputed and high impact factor journals of international marketing, international business, and management stream. However, efforts are invested to include each journal (total number of 489) whether that have published single article on international marketing content were accessed. This process yield 1834 research articles from all the journals on research line. Collection of specialized issues are limited to main stream and highly contributed journals. Identification of these Journals is based on articles contributed by them in international marketing streams within the considered time span, Such as: *Asia Pacific Journal of Marketing and Logistics* (24), *European Journal of Marketing* (55), *Industrial Marketing Management* (33), *International Business Review* (86), *International Journal of Research in Marketing* (29), *International Marketing Review* (60), *Journal of Business Research* (46), *Journal of Global Marketing* (39), *Journal of International Business Studies* (50), *Journal of International Marketing* (87), *Management International Review* (29) and few others mentioned in section Interpretation (Table - 3). This fragment of study adjudged with attention of publication outlets to each pillar of international marketing.

3. Interpretation and upshots

With objective to know what are the Configurational and applicational changes which have occurred over the period of time in international marketing. As mentioned in method of review we have collected international marketing articles from 1990 onwards. The changes are obtainable in resultant table (Table - 1) in which Section (A) signifies to Configurational contents which lead to explore changes and development occurred in international marketing concepts under specified time spans. Whereas, section (B) symbolize the practical application and examination of those concepts on a specific industry. Section (B) land a hand to understand the extant of international marketing in various industries with the passage of time. In all the articles new concept development (Configurational aspects) and their practical practice (Application Aspects) in a particular industry is adjudged which is listed below in table. Abbreviations of configurational changes (Numeric) and applicational changes (Alphabetic) are indicated ahead in the table - 1.

3.1. Assessment of configurational and application changes

As indicated in table (Table - 1) the phase of concept development in international marketing from 1990 onwards, fetch new Configurational concepts in limelight and conclude that which out of them have taken place in

international marketing in a specific time. It is identified from literature that configurational contents are developed as: 1990 - 1994 (31), 1995 - 2000 (18), 2001 - 2005 (6) and 2006 - 2012 (2). Moreover, industrial journey of international marketing concepts traveled as: 1990 - 1994 (7), 1995 - 2000 (10), 2001 - 2005 (5) and 2006 - 2012 (10). In nutshell 57 Configurational contents are developed within the considered time frame and implemented in 32 different industries. In table 1, Moreover, a total number of 1834 research articles are published on these 57 configurational contents in time period 1990 to 2012.

3.2. Derived Configurational Contents and Categorization

In study of configurational contents on international marketing a variety of concepts emerged. These configurational contents were diversified in various ways. To achieve highly relevant results it was necessary to club them under one umbrella. For that, contents are categorized under the most reflective meaning and topic that appeared under particular derived cluster. Our classification of configurational contents to research streams (Derived Clusters) are more influence to assessment and classification of international marketing research streams by Li and Cavusgil (1995). But results of the study can't be compared study conclude results on 757 research articles related to major research streams, here results are interpreted in context of individual contents which finally represents to research stream. Earlier reviews on the same lines performed by Aulbham and Peterson (1984), Nakata and Huang (2005) were also valuable resources to carry out this study. Knowledge based classification also presented a path of evolution in international marketing contents and stream by Cavusgil (2003). Moreover, this research study expand further to the international marketing subject categorized for the previous decade (1980 - 1990) on 559 research articles by Aulakh and Kotabe (1993). Comparing the results with other reviews this study contains evaluation and categorization of high volume of research articles which categorized under individual configurational contents listed in Table 2.

Categorization of literature on configurational contents into main streams of international marketing summed up as: *International Marketing Environment (9)*, *Comparative Studies of Marketing Systems (11)*, *International Marketing Management (8)*, *International Consumer and Buyer Behaviour (9)*, *International Marketing Research (7)*, *Internationalization Process (5)* and *Interaction Approaches (8)*. As interpreted by Table 2 international marketing from 1990 to now is governed by 57 configurational contents which are classified into 7 derived clusters. Publishing space occupied by these cluster are: 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 and miscellaneous streams on international marketing - 29 research articles respectively. It can simply concluded from Table 2 that maximum attention was captured by interaction approaches, whereas research is at meager stage on international marketing research contents in considered duration.

3.3. Attention of Publication Outlets

Pattern of international marketing research streams are delineated earlier also with contribution of journal(s) outlets Knight (1995), Malhotra et al. (2005), Nakata and Huang (2005), Leonidou et al. (2010). Attention of publication outlets presents profound transformation of research issues. With intention to know the concentration of leading mainstream and highly contributed journals (Specified in methods) we have collected specializes issues on multiple range of international marketing streams. A list of following journals was prepared in which special issues are identified on international marketing substance.

<i>APBR</i>	-	<i>Asia Pacific Business Review</i>
<i>APJML</i>	-	<i>Asia Pacific Journal of Marketing and Logistic</i>
<i>EJM</i>	-	<i>European Journal of Marketing</i>
<i>EMJ</i>	-	<i>European Management Journal</i>
<i>IBR</i>	-	<i>International Business Review</i>
<i>IJRM</i>	-	<i>International Journal of Research in Marketing</i>
<i>IMM</i>	-	<i>Industrial Marketing Management</i>
<i>IMR</i>	-	<i>International Marketing Review</i>
<i>JBR</i>	-	<i>Journal of Business Research</i>
<i>JCM</i>	-	<i>Journal of Consumer Marketing</i>
<i>JGM</i>	-	<i>Journal of Global Marketing</i>
<i>JICM</i>	-	<i>Journal of International Consumer Marketing</i>
<i>JIM</i>	-	<i>Journal of International Management</i>
<i>JMC</i>	-	<i>Journal of Marketing Communication</i>
<i>JMM</i>	-	<i>Journal of Marketing Management</i>
<i>JSM</i>	-	<i>Journal of Service Marketing</i>
<i>MD</i>	-	<i>Management Decision</i>
<i>MIP</i>	-	<i>Marketing Intelligence and Planning</i>
<i>QMR</i>	-	<i>Qualitative Market Research</i>

Specialized issues are collected from these journals as per configurational contents and then categorized into research streams (presented in Table 3). Total 201 specialized issues are published by journal outlets during 1990 - 2012. Specialized issues are published on all the 7 research streams of international marketing which indicates that all research streams has captured attention of journal outlets and attain space in specialized issues as: International marketing environment - 49 (24.37%), Comparative studies of marketing systems - 15 (7.46%), International marketing management - 56 (27.86%), International consumer and buyer behavior - 26 (12.93%), International marketing research - 24 (11.94%), Internationalization process - 15 (7.46%) and Interaction approaches - 16 (7.96%). As indicated in Table 3, maximum attention was captured by international marketing management on which 56 specialized issues are published which covers the 27.86% space of specialized volumes.

4. CONCLUSION AND FUTURE SCOPE

This review of literature synthesis international marketing configurational contents and categorize them under research streams over the 1990 - 2012 time frame. We review 1834 research articles published during the considered time span. Literature concludes that, Various researchers have performed different attempts on international marketing in form of concepts, frameworks, implications, loopholes, development, segregation, evaluation and criticisms. international marketing has made magnificent developments during 1990 - 2012 and has gained potential to be delineated under 57 configurational contents which are summarize under 7 derived clusters. These configurational contents has implemented in 32 different industries. Focus of publication outlets yield 201 specialized issues and researchers has contributed 1834 research articles in these streams. International marketing is lucratively symbolize by these 7 research streams which provide an opportunity to researchers and international marketing practitioners to understand individual configurational contents, their role and contribution towards each research stream for further investigations.

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Table 1. Configurational and Applicational Changes

Time Span	(A)	(B)	Studies Performed (References)
1990 – 1994	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31	A, B, C, D, E, F, G	<p>(A)- Liesch (1994), Abur (1993), Laughlin and Ahsan (1994), Daly and Goodland (1994), Storper (1992), Dandurand (1993), Armstrong (1992), Armstrong and Sweeney (1994), Gene R. Lacacznia (1993), Armstrong et al. (1990), Vanasco (1994), Kotabe and Okoroafo (1990), Seringhaus (1993), Kwon and Konopa (1993), Fraser and Hite (1990), Wilson and Preszler (1992), Buckley and Smith (1994), Fulop (1991), Dawson (1994), Mahajan et al. (1994), Ozsomer et al. (1992), Chonko et al. (1991), Nielsen and Sahay (1993), Tessitore (1994), Raaij and Verhallen (1994), Crouch (1992), Borkowski (1997), Harris (1994), Roth (1992), Klein and Roth (1993), Din (1990), Szymanski et al. (1993), Gray (1994), Lim et al. (1993), Melin (1992), McDonald (1994), Melin (1992), Israeloff (1993), Clark (1990), Klein et al. (1990), Aulakh and Kotabe (1993), Shoemaker (1994), Antoine (1994), Green and Kohli (1993), Rynning and Andersen (1994), Swamidass (1993), McCorriston and Sheldon (1994), Stiegert and Azzam (1990), Abur et al. (1993), Pons (1990), Lawrence (1991) Maxfield and Nolt (1990), Yang and Koo (1994), Richetto and Moitra (1990), Guisinger (1991), Auster (1992), Alburo et al. (1992), Dunning (1992), Jeon (1992), Tang (1993), Morre (1993), Hennart and Park (1994), Kent (1991), Light and Somasundram (1994), Spiller and Campbell (1994), Pritchett and Chamberlain (1993), Farrell and Wood (1994), Capon and Palij (1994), Lefebvre and Lefebvre (1993), Dugal and Roy (1994), Erramilli (1991), Agarwal and Ramaswami (1992), Mascarenhas (1992), Erramilli and Rao (1993)</p> <p>(B) – Dandurand (1993), Dugal and Roy (1994), Wilson and Preszler (1992), Stiegert and Azzam (1990), Abur et al. (1993), Gray (1994), Crouch (1992), McCorriston and Sheldon (1994), Yang and Koo (1994)</p>
1995 – 2000	32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49	H, I, J, K, L, M, N, O, P, Q	<p>(A)- Armstrong (1996), Batra (1997), Ades and Chua (1997), Bergh et al. (1998), Lavelle (1999), Dharwadkar et al. (2000), Nelson (1997), Sidaway and Pryket (2000), Jones et al. (2000), Wong et al. (1999), Palakurthi and Parks (2000), Mottner and Johnson (2000), Czinkota (2000), Bettis and Hitt (1995), Arora et al. (1997), Einhorn (1998), Burgers et al. (1998), Calori et al. (2000), Akimova (2000), Hughes et al. (1999), Wijnholds (2000), Janardhan (1997), Knight (1998), Park and Kim (1999), Clark and Lund (2000), Yach and Bettcher (2000), Venturino (2000), Chang (1997), Nancarrow et al. (1997), Chae and Hill (2000), Judd and Tims (2000), LeClair (2000), Liefeld et al. (1996), Chetty et al. (1999), Agbonifoh and Elimimian (1999), Ahmed and Astous (1996), Crotts et al. (1998), Bowman et al. (2000), Nilsson and Solgaard (1995), Grunert et al. (1995), LeeFlang and Raaij (1995), Kouremenos and Avlonitis (1995), Varaldo and Marbach (1995), Ruyter et al. (1998), Degeratu et al. (2000), Coviello and Munro (1995), Rinehart and Zizzo (1995), Williams (1996), Loebbecke et al. (1996), Duke (1998), Petersen and Welch (2000), Morganosky and Cude (2000), Leonidou (1995), Leonidou (1995), Levy and Yoon (1995), Wood and Robertson (2000), Martinez and Redondo (1998), Golder (2000), Moenaert et al. (2000), Zietlow (1995), Lindquist (1996), Contractor and Kundu (1998), Alon and McKee (1999), Peterson and Welch (2000), Alon and Banai (2000), Birkinshaw et al. (1998), Vachani (1999), Cecil et al. (1996), Cassers (1997), Samli and Donaldson (1997), Dranove et al. (1998), Duysters and Hagedoorn (1998), Andersson and Nyberg (1998), Rocha and Arkader (1998), Simonin (1999), Ryoo and Thanopoulou (1999), Lu and Marlow (1999), O'Farrell and Wood (1999), Mo (1999), Das and Teng (2000), Dussauge et al. (2000), Telfer (2000)</p> <p>(B) - Bell (1997), Bell (1995), Heeks (1995), Knight (1998), Park and Kim (1999), Barry (1998), Heston (1995), Flanigan et al. (1999), Lavelle (1999), Bae (1995), Ma (1996), Mahajan and Furtado (1996), Doukas and Switzer (2000), Jithendranathan et al. (2000), Nummelin (1997), Arnott and Rasheed (1997), Merchant and Schendel (2000), Yach and Bettcher (2000), Chang (1997), Crick and Jones (2000), Cecil et al. (1996), Duysters and Hagedoorn (1998), Dickerson and Stevens (1998), Petersen and Welch (2000), Martinez and Redondo (1998), Petersen and Welch (2000), Wong et al. (1999), Jayne and Jones (1997), Khuele and Darroch (1997), Murray (1997), Lages (1999), Gpinath et al. (1999), Heap (1996), Harris (1996), Gorman and McTiernan (2000), Contractor and Kundu (1998), Berra et al. (1995), Israeli et al. (1998), Chetty (1999), Iijima et al. (1999), Warr and Wollmer (1997), Kidane and Gunawardana (1997), Nutbeam (1997), Ates and Sen (1998), Chand (1998), Rosillo and Abbott (1998), Gallagher (1998), Kidane and Gunawardana (1999), Hosman (2000),</p>
2001 – 2005	50, 51, 52, 53, 54, 55	R, S, T, U, V	<p>(A) - Dockery (2001), Rundh (2001), Swanson and Lin (2003), Chintagunta and Desiraju (2005), Gopalan and Thomson (2003), Hodkinson and Kiel (2003), Lueg et al. (2003), Peterson and Merino (2003), Spink (2004), Lee et al. (2003), Kim and Yoon (2004), Kapferer (2005), Juhl et al. (2002), Johnson et al. (2002), Homburg et al. (2002), Kim et al. (2004), Su (2004), Pan (2004), Siskos et al. (2001), Malhotra and Bartels (2002), Herk et al. (2005), Sinkovics (2005), Perks and Wong (2003)</p> <p>(B) - Moij and Hofstede (2002), Lowis and Cockrill (2002), Quinn and Alexander (2002), Lee et al. (2003), Su (2004), Karhunen (2002), Pan (2005), Wei and Cacho (2001), Noiville (2003), Casswell and Maxwell (2005), Martin and Salomon (2003), Alderson (2004), Chen et al. (2004), Binh and Haughton</p>

			(2002), Jensen and McGillvary (2005), Choo (2005), Lueg et al. (2003), Peterson and Merino (2003), Williams (2004), Bunnell (2005), Willis (2001), Alon (2005), Lothian (2002), Moshirian (2003), Alper and Onis (2003), Bessler and Yang (2003), Abad and Novales (2005), Dockery (2001), Swanson and Lin (2003), Kortas et al. (2005), Child and Tse (2001), Gao and Tse (2004), Congshend and Kwok (2003), Congsheng (2005), Reuer (2001), Kale et al. (2002), Srinivasan (2005), Kim and Prideaux (2005), Tan et al. (2002), Henisz and Macher (2004), Gao and Tisdell (2005), Kaplinsky et al. (2002), Blandon (2001), Morre and Fairhurst (2003), Gates et al. (2003), Krause and Sprecher (2004), Powers (2004), Hewett and Bearden (2001), Wilson and Dahi (2001), Wilson and Diersen (2001), Chadee (2002), Siskos et al. (2001), Gaisford and Kerr (2003), Dimara et al. (2004), Coviello and Jones (2004), Sacramento et al. (2002)
2006 – 2012	56, 57	W, X, Y, Z, AB, AC, AD, AE, AF, AG	<p>(A) - Anselmsson et al. (2008), Dimfote et al. (2008), Dimfote et al. (2010), Laforet and Chen (2010), Ahman et al. (2011), Kumar et al. (2011), Oberecker and Diantopoulos (2011), Akram et al. (2011), Chen and Su (2011), Demir and Tansuhaj (2011), Magnusson et al. (2011), Coyle (2012), Hung et al. (2012), Kang et al. (2012), Laforet and Chen (2012), Mai and Smith (2012), Mukherjee et al. (2012), Rahee and Johnson (2012), Riefler (2012), Ye et al. (2012), Keh and Sun (2008), Lodh and Nandy (2008), Lwata and Shi Wu (2009), Lee and Shih (2009), Liu (2009), Tuu and Olsen (2012), Alessandro et al. (2012), Bianchi and Andrews (2012), Kesharwani and Bisht (2012), Beneke et al. (2012) Tam (2012)</p> <p>(B) - Cengiz et al. (2007), Ahman (2011), Lee et al. (2011), Mangram (2012), Contreras et al. (2012), Ritterspach and Bruche (2012), Gerpott and Jakopin (2007), Kelly (2007), Hsieh et al. (2010), Zhao et al. (2012), Lee et al. (2012), Yuksel et al. (2006), Bruning et al. (2009), Herold (2008), Kertesze et al. (2006), Fund and Bruun (2007), Kuo (2007), Jacob and Weiss (2010), 1332Czinkota et al. (2009), Holm (2006), Powell (2010), Vijver and Vos (2007), Lee and Shih (2009), Griffith (2010), Chen (2008), Ahmad and Kitchen (2008), Scherer et al. (2009), Campiranon and Arcodia (2008), Halpern (2010), Black and Tagg (2007), Seitz (2007), Agboola et al. (2010), Liow (2010), Krull et al. (2012), Martin (2012), Sheoetylo (2012)</p>

Table 1 :- International Marketing Configurational Contents Transformation and Their Application

(A) Abbreviations

- 1990 - 1994:** 1 - International Political and Legal environment, 2 - International social aspects, 3 - International commerce, 4 - Technical Developments, 5 - International Marketing Ethics, 6 - Comparative assessment, 7 - Competitive Positioning, 8 - Characteristics of international markets, 9 - International marketing performance and engineering, 10 - International marketing structure, 11 - International marketing operations, 12 - International marketing system, 13 - International marketing segmentation, 14 - International marketing selection, 15 - International marketing mix, 16 - International advertising and communication, 17 - International brand management, 18 - International marketing channels, 19 - International marketing strategy, 20 - Family decision making, 21 - Internationalization orientation, 22 - International Positioning, 23 - Domestic versus international marketing, 24 - measurement and comparable scale, 25 - methodological aspects, 26 - Research trends in international marketing, 27 - Exporting, 28 - Importing, 29 - Foreign direct investment, 30 - International joint venture, 31 - International direct marketing
- 1995 - 2000:** 32 - International culture, 33 - International economic environment, 34 - International demographics, 35 - International marketing policies, 36 - International competitiveness, 37 - Globalization, 38 - Assessment of market capabilities, 39 - International marketing planning, 40 - Country of origin, 41 - International buyer and seller relationship, 42 - Consumer knowledge, choice and attitude, 43 - International entrepreneurship, 44 - International retailing, 45 - Evaluation, investigation and assessment, 46 - International innovation and diffusion, 47 - International franchising, 48 - International subsidiaries, 49 - International strategic alliance
- 2001 - 2005:** 50 - International marketing behavior, 51 - Information search behavior, 52 - International customer loyalty, 53 - International customer satisfaction, 54 - International marketing data analysis techniques, 55 - International product / service development
- 2006 - 2012:** 56 - International brand preferences, 57 - Perceived risk

(B) Abbreviations

- 1990 - 1994:** A - Information Technology, B - Electronics, C - Travel and Tourism, D - Retailing, E- Media, F- Agribusiness, G - Food & Beverages,
1995 - 2000: H - Telecommunication, I - Engineering , J - Finance, K - Tobacco, L - Furniture, M - Hotel, N - Apparel, O - Satellite, P - Defense, Q - Health & Hospitals
2001 - 2005: R - Energy, S - Banking, T - Printing & Publishing, U- Pharmacy, V - Craft
2006 - 2012: W - Cosmetics, X - Construction , Y - Automobile, Z - Aerospace, AB - Aviation, AC - Sportswear, AD- Real Estate, AE - Education, AF - Acting, AG - Flower

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
Competitive Positioning		18
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		47
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)	29	

Table 2. Categorization of international marketing contents

Table 3. Follow-up to Specialized issues of Journals

Research Stream Configuration	Journals Contributed (References)	No. of Volumes of special issues	No. of Volumes in Percentage
International Marketing Environment	IMR, IBR, JBR, JIM, JSM, MIP, IMM, QMR, EJM, MD, EMJ, JGM, JMM, JMS, APBR, MT	49	24.37
Comparative Studies of Marketing Systems	EJM, JBR, IJRM, JIM, MD, IBR, IMM, JIM, JMM, JMS	15	7.46
International Marketing Management	APJML, EJM, EMJ, JBR, IJRM, IMR, JMC, JMM, JGM, JSM, MIP, IMM, JMC, MD, MT	56	27.86
International Consumer & Buyer Behaviour	EJM, IMM, IMR, JBR, JCM, JICM, JMM, JMS, QMR	26	12.93
International Marketing Research	APBR, EJM, EMJ, IMR, IJRM, IMM, JBR, JIM, JMM, MIP, MT	24	11.94
Internationalization Process	EJM, IBR, IMR, JMM, JSM, JMS, JBR, MIP, MD	15	7.46
Interaction Approaches	IMR, IBR, IMM, JBR, JIM, MIP	16	7.96
TOTAL		201	100

Table 3: Attention of Publication outlets to international marketing streams