

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



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## **A Literature Overview on INV and Born Global**

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## **A Literature Overview on INV and Born Global**

### **Abstract:**

This paper, at the outset, resolves the definitional ambiguity in the domain of international new ventures (INVs) and Born Globals. It then comprehensively draws a holistic picture of the INVs operating out of emerging markets by identifying the similarities and dissimilarities of the firms operating out of developed and emerging economies. It provides a better understanding of context-specificity that will allow future researchers to make their findings more inclined towards reality. The paper also puts forward certain research directions for researchers interested in studying emerging market INVs.

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