

## Culture, international business, and knowledge systems minitrack

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### Abstract

*This minitrack explores the impact and role of culture on managing knowledge and designing and implementing knowledge systems within local and global groups and organizations. This is crucial for instance for internationalizing firms and already global organizations. Success of their international business operations and marketing is depending on effective learning and knowledge coordination. Our minitrack covers broad issues related to culture (sub-cultures as well as national cultures) and knowledge systems. We are open to all methodological and theoretical approaches and welcome papers as well as research-in-progress papers from researchers and practitioners.*

### 1. Introduction

This year we received several submissions, but the accepted papers had problems in safeguarding financing for their participation in the conference and had to be dropped. We, therefore, only have one paper assigned to our track, entitled “The Internationalization of B2B Digital Platform Providers: The Role of Cross-National Distance and Digital Characteristics” and co-authored by Arto Ojala, Minna Rollins, Sara Fraccastoro and Mika Gabrielsson [1].

### 2. Internationalization of B2B digital platform providers

Digitalization offers new opportunities and changes how firms can explore and enter new markets. Current literature has deepened our understanding of the internationalization process of digital-based firms, but it provides very little guidance on how the specific characteristics of digital

artifacts enable and accelerate internationalization or of the role of cross-national distance and cultural difference. The paper uses a longitudinal single-case approach to explore how a Business-to-Business (B2B) platform provider internationalized its operations from inception. The case study illustrates that the ongoing development of the digital service and the integration with new devices played an important role in the firm’s internationalization and expansion into new markets. The paper also observes that cross-cultural distance and cultural differences play an unexpected role.

### 3. Conclusion

The role of digitalization on internationalization of B2B firms and their marketing is an unexplored research area. It is interesting, since B2B firms not only need to deal with the implementation of technology and knowledge systems, but also need to address the cross-cultural management challenges. This is a novel and fruitful research area, since previous studies address the effects of cultural differences on the firms mainly from consumer market perspective. We welcome more research looking at the intersection of cross-cultural management, international business, and knowledge systems.

### 4. References

[1] A. Ojala, M. Rollins, S. Fraccastoro, and M. Gabrielsson, “The Internationalization of B2B Digital Platform Providers: The Role of Cross-National Distance and Digital Characteristics”, HICSS, 53, forthcoming, 7-10, January 2020.