

Emerging advanced topics in an advanced emerging market? International business research in Poland in the period 1990-2014*

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The main objective of this paper is to present the findings of a structured review of contributions to international business research in Poland in the period 1990-2014. In order to address this objective, qualitative and quantitative methods were integrated to identify main research areas, their relative importance and changes thereof within the analysed timeframe, as well as specific research topics within each area. The results indicate that macro- and micro-level internationalisation, followed by international firm competitiveness and international entrepreneurship have consistently remained dominant research areas, although their relative importance has evolved throughout the period under study. Quantitative research methods, with a strong focus on descriptive statistics, have been the main tools in previous contributions. In addition to highlighting the need for more attention to performance- and competitiveness-related issues, the results of the review also prompt IB scholars to devoting more attention to inter-relationships between macro-, meso- and micro-level variables.

Key words: international business research, literature review, Central and Eastern Europe, emerging markets, business history (JEL: F21, F23, J24, L25, M16)

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