

Recent Publications

Periodicals

Bhatti, W.A., Chwialkowska, A., Hussain, N. and M. Glowik (2024) The googling effect on patient co-creation in physiotherapy service exchange, *Social Science & Medicine*, 2024, 117282, ISSN 0277-9536, <https://doi.org/10.1016/j.socscimed.2024.117282>.

Glowik, M, Chwialkowska, A. and W.A. Bhatti (2024) Global solar photovoltaic industry network dynamics 2007–2023. Inter-organizational relationships as a source of competitive advantage? *Journal of Cleaner Production*, Volume 467, 2142921, ISSN 0959-6526, <https://doi.org/10.1016/j.jclepro.2024.142921>.

Glowik, M., Bhatti, W.A. and A. Chwialkowska (2024), BlackRock, Inc. (USA): An environmentally sustainable asset investor as it claims to be? *Critical Perspectives on International Business*, Vol. 20 No. 2, pp. 185-205. <https://doi.org/10.1108/cpoib-01-2023-0007>

Glowik, M., Bhatti, W. A., and A. Chwialkowska (2023). A cluster analysis of the global wind power industry: Insights for renewable energy business stakeholders and environmental policy decision makers. *Business Strategy and the Environment*, 32 (6), pages 2755–2766. <https://doi.org/10.1002/bse.3268>

Bhatti, W. A., Chwialkowska, A., Glowik, M., and A. Arslan (2022). The international expansion of Chinese and Taiwanese electronics firms: The role of networking and learning. *International Journal of Export Marketing*, Vol 5 (2), pages 198-228

Chwialkowska, A, Bhatti, W.A., Arslan, A. and M. Glowik, 2022). Co-creating value and wellbeing experiences in physiotherapy services. *Journal of Services Marketing*. <http://doi.org/10.1108/JSM-11-2021>

Bhatti, W. A.; Vahlne, J.-E.; Glowik, M. and J.A. Larimo (2022). The impact of industry 4.0 on the 2017 version of the Uppsala model. *International Business Review*, Vol. 31(4), <https://doi.org/10.1016/j.ibusrev.2022.101996>

Bhatti, W.A., Glowik, M. and A. Arslan (2021), Knowledge sharing motives and value co-creation behavior of the consumers in physiotherapy services: a cross-cultural study, *Journal of Knowledge Management*, Vol. 25 (5), pp. 1128-1145. <https://doi.org/10.1108/JKM-04-2020->

Chwialkowska, A., Bhatti, W.A. and M. Glowik (2020). The influence of cultural values on pro-environmental behavior. *Journal of Cleaner Production*. Vol. 268, DOI: 10.1016/j.jclepro.2020.122305

Books and book chapters

Chwialkowska, A., Bhatti, W.A., Glowik, M. and SU Rahman (2022) *The green digitally-born globals sustainable business model innovation*. In: Khare, A., Ojala, A., Baber, William W. Baber (eds) *Sustainable international business models in a digitally transforming world* (2022), Routledge, Taylor and Francis, London

Scherer, S., Puck, J., Glowik, M., Binder, G., Lindner, T. (2022). Innovation performance in collectivist societies: a network perspective. In: Research Handbook on Innovation in International Business, In: Dikova, D. and Ipsmiller, E., pp. 114-134. Cheltenham: Edward Elgar Publishing.

Glowik, M. (2020). *Market entry strategies. Internationalization theories, concepts and cases* (3rd edition). De Gruyter Oldenbourg, Berlin and Boston

Glowik M. (2020) *Market entry strategies of Huawei in Germany and the Russian Federation from a network theory perspective*. In: Zhang W., Alon I., Lattemann C. (eds) Huawei goes global. Palgrave Studies of Internationalization in Emerging Markets. Palgrave Macmillan, Cham. http://doi-org-443.webvpn.fjmu.edu.cn/10.1007/978-3-030-47579-6_2

Conferences

Chwialkowska, A., Bhatti, W.A., Hussain, N. and M. Glowik (2024). Profitable or sustainable? Contradiction or necessity in modern strategy development. American Marketing Association Conference 23-25 February, 2024, St. Pete, Florida, USA

Glowik, M., Bhatti, W.A. and A. Chwialkowska (2023) Renewable energy value chain configurations - a comparison of the West and China. 5th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour, and Tourism Conference 2023, 2-3 December, online

Bhatti, W.A., Glowik, M. and A. Chwialkowska (2023) Transformation journey: From being a startup to a listed firm. 27th McGill International Entrepreneurship Conference on Resilience of International Entrepreneurship in Times of Turbulence. August 30-September 01, 2023, Kalmar, Sweden

Chwialkowska, A., Bhatti, W.A. and M. Glowik (2023). How to profit by doing good? 2023 American Marketing Association Winter Conference, February 10-12, Nashville, USA

Chwialkowska, A., Glowik, M. and W.A. Bhatti (2022). The influence of cultural values on value co-creation. 46th Academy of Marketing Science Annual Conference May 25-27, 2022, California, USA

Bhatti, W.A., Glowik, M., Chwialkowska, A. and P. Servais. (2022). Scaling from start-up to blue-chip through digital platform ecosystem. Academy of International Business Annual Meeting, July 6-9, 2022, Miami, Florida, USA

Glowik, M., Bhatti, WA and A. Chwialkowska (2021). Supplier-buyer relationship preferences: A renewable industry network cluster analysis. European International Business Academy (EIBA) Conference. December 2021, 10-12 in Madrid, Spain

Chwialkowska, A., Bhatti, W.A. and M. Glowik (2021). Global renewable energy value chains: Opportunities for European firms and economies in combating the climate change, 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference, 6.-7. November 2021 (online)

Chwialkowska, A., Glowik, M. and WA Bhatti (2021). Sustainability as a source of competitive advantage for SMEs. The Seventeenth International Conference on Environmental, Cultural, Economic & Social Sustainability, February, 24-26, 2021. Amsterdam, The Netherlands

Chwialkowska, A., Bhatti, WA and M. Glowik (2021) Do cultural values influence renewable energy? Empirical evidence from the global wind turbine industry. European International Business Academy (EIBA) Conference. December 10-12, 2020, Vienna, Austria

Bhatti, W.A, Chwialkowska, A. and M. Glowik, M. (2020) The role of power and network positioning in technology firms' international expansion, Academy of Management Annual Meeting Proceedings. 80th Annual Meeting of the Academy of Management, August, 7-11, 2020, Vancouver, Canada, DOI: 10.5465/AMBPP.2020.13328abstract

Chwialkowska, A., Glowik, M. and W.A. Bhatti (2020) Network embeddedness: The key indicator of competitive advantage among technology firms. American Marketing Association 2020 Summer Conference (Online) August 18-21, 2020, San Francisco, CA, USA