

# Management

Books and Journals from  
Cambridge University Press

A key area of publishing at Cambridge, our management list includes books and journals authored by internationally renowned scholars from both established and emerging economies.

We have built a reputation for rigour and for innovative approaches in the fields of business ethics, entrepreneurship & innovation, governance, human resource management, international business, organization studies, marketing, and strategic management.

For further details visit:  
[cambridge.org/core-management](http://cambridge.org/core-management)

Cambridge  
Core



CAMBRIDGE  
UNIVERSITY PRESS



# Cambridge Core

The new home of  
Cambridge Journals  
[cambridge.org/core](http://cambridge.org/core)

Cambridge **Core**



## Information for authors and readers

**Manuscript submission:** Please submit manuscripts online through the MOR ScholarOne Manuscripts site at <http://mc.manuscriptcentral.com/mor>. For more information and style instructions see <https://www.cambridge.org/core/journals/management-and-organization-review/information/instructions-contributors>.

**Subscriptions:** *Management and Organization Review* is published in March, June, September and December. The 2019 price for an online subscription for institutions is \$765 in the USA, Canada, and Mexico; UK £419 + VAT elsewhere. Individuals are encouraged to join the International Association for Chinese Management Research to obtain a subscription. Subscription correspondence and address changes should be sent to: Cambridge University Press, One Liberty Plaza, Floor 20, New York, NY 10006, USA, email [subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org), for customers in the USA, Canada, or Mexico. Customers elsewhere should contact: Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK, email [journals@cambridge.org](mailto:journals@cambridge.org). Single issues and individual articles to be purchased and rented are also available through Cambridge University Press.

**International Association for Chinese Management Research members:** *Management and Organization Review* is the journal of the International Association for Chinese Management Research, an academic organization that serves scholars, students, managers, and consultants who are interested in advancing their knowledge about organizational management in the Chinese context. IACMR membership includes online access to all issues of the journal with the option of print copies. Individuals can become members at <http://www.iacmr.org>.

**Permissions information:** All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: <http://www.cambridge.org/about-us/rights-permissions>. Permission to copy (for users in the USA) is available from Copyright Clearance Center <http://www.copyright.com>, email [info@copyright.com](mailto:info@copyright.com).

**Advertising:** To advertise in the journal email [advertising@cambridge.org](mailto:advertising@cambridge.org).

**Abstracts and indexing:** Indexed in ABI/INFORM Database (ProQuest), ABI/INFORM Global (ProQuest), Academic OneFile (GALE Cengage), ArticleFirst (OCLC), Business Source Complete (EBSCO Publishing), Business Source Corporate (EBSCO Publishing), Current Contents: Social & Behavioral Sciences (Thomson Reuters), Environmental Sciences & Pollution Management (ProQuest), Journal Citation Reports/Social Science Edition (Thomson Reuters), ProQuest Central (ProQuest), ProQuest Central: Professional Edition (ProQuest), ProQuest Discovery (ProQuest), PsycINFO/Psychological Abstracts (APA), RePEc: Research Papers in Economics, SCOPUS (Elsevier), Social Sciences Citation Index (Thomson Reuters), Web of Science (Thomson Reuters)

*Management and Organization Review* is published by Cambridge Journals on behalf of the International Association for Chinese Management Research. The journal is included in the Cambridge Journals Online service and can be found at <https://www.cambridge.org/core/journals/management-and-organization-review>.

ISSN: 1740-8776

E-ISSN: 1740-8784

© International Association for Chinese Management Research

# Management and Organization Review

Sponsored By  
Peking University and Fudan University



## CONTENTS

Volume 15 Issue 2

Letter from the Editor	215
<b>Editorial Essay</b>	
EMMANUELLA PLAKOYIANNAKI, TIAN WEI, AND SHAMEEN PRASHANTHAM Rethinking Qualitative Scholarship in Emerging Markets: Researching, Theorizing, and Reporting	217
<b>Special Issue Articles</b>	
WEI LU, AYSE SAKA-HELMHOUT, AND REBECCA PIEKKARI Adaptation of Compensation Practice in China: The Role of Sub-National Institutions	235
DEEPAK SARDANA, VASSILIKI BAMIAZI, AND YING ZHU Decoding the Process of Social Value Creation by Chinese and Indian Social Entrepreneurs: Contributory Factors and Contextual Embeddedness	269
CAROLE COUPER Institutional Bridging for SME High-Distance Internationalisation to China: A Contextualised Explanation	307
SANDAR WIN AND ALEXANDER K. KOFINAS Reflecting and Integrating the Contextual Influences of Ambiguities and Institutional Power in Organisational Research Design: A Case of Myanmar	341
PRADEEP KUMAR HOTA, SUMIT MITRA, AND ISRAR QURESHI Adopting Bricolage to Overcome Resource Constraints: The Case of Social Enterprises in Rural India	371
VIRPI OUTILA, REBECCA PIEKKARI, AND IRINA MIHAILOVA A Discursive Void in a Cross-Language Study on Russia: Strategies for Negotiating Shared Meaning	403
XIAO-XIAO LIU, LAI SI TSUI-AUCH, JUN JIE YANG, XUELI WANG, AIHUA CHEN, AND KAI WANG The Color of Faults Depends on the Lens: MNCs' Legitimacy Repair in Response to Framing by Local Governments in China	429
<b>Call for Papers</b>	
Research Frontiers Conference on 'SMEs and Family Business in China'	459



© International Association for  
Chinese Management Research

Cover image 'Man and Nature' by Xiaowei Tu, China.

