

**MULTIMARKET COMPETITION AND ORGANIZATION INNOVATION IN AN EMERGING ECONOMY**

Hong Zhu, Hong Kong Baptist University, Hong Kong, China  
Xin Yang, Hong Kong Baptist University, Hong Kong, China  
Haomin Zhang, Hong Kong Baptist University, Hong Kong, China  
Ji Li, Hong Kong Baptist University, Hong Kong, China

[dx.doi.org/10.18374/JABE-13-4.9](https://doi.org/10.18374/JABE-13-4.9)

**ABSTRACT**

Multimarket competition is a variable between/among business organizations. While prior research on innovation pays much attention to variables within a given organization, we argue that between/among-organization variables, such as multimarket competition, can also influence organization innovation. Moreover, we also predict the societal culture can influence the relationship between multimarket competition and organization innovation. Hypotheses are proposed based on the predictions, and then tested with generalized least squares (GLS) models. The findings of our data analyses support the effect of multimarket competition on organization innovation. Moreover, there is a significant and negative effect of East Asian societal culture on the relationship between international firms' multimarket competition and their innovations. The innovations, in term, have a positive effect on firm performance.

Keywords: *Multimarket competition; East Asian societal culture; International firms' innovation*