

# Corrigendum: Exploring disruptive and social innovation in MNE affiliates in emerging markets

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It has come to the attention of the publisher that the article by Roh, T., Xiao, S., Park, B. and Samiee, S. (2026), “Exploring disruptive and social innovation in MNE affiliates in emerging markets”, *European Journal of Marketing*, Vol. ahead-of-print, No. ahead-of-print, <https://doi.org/10.1108/EJM-06-2024-0523>, contained incorrect results of the Findings section of the abstract. The corrected Findings section is given below.

Findings – The results show that all external institutional factors significantly impact subsidiary innovation. They also confirm that the focus of control and control mechanisms MNE headquarters exercise over subsidiaries have a negative causal relationship with disruptive innovation adoption within subsidiaries and, ultimately, their social innovation. Moreover, we empirically demonstrate that IM capabilities negatively, rather than positively, moderate the relationship between subsidiaries’ disruptive and social innovation, suggesting that subsidiaries may need to strategically prioritize either disruptive innovation adoption or the development of IM capabilities, instead of pursuing both intensively at the same time, to more effectively foster social innovation.

The publisher kindly reminds authors to ensure that all details are submitted accurately and carefully reviewed during the article proofing stage.

