Seminar in International Management (IBUS8363)
Fall, 2019
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Course Description:
The goal of the course is to provide you with a foundation in some of the major research areas that underpin the study of Multinational Management. International Business (and the study of MNCs) is an interdisciplinary field. As such, we will focus on a number of different theoretical and empirical approaches to this field (including economic, managerial, organizational and institutional approaches) as well as different levels of analysis (including country, industry and organizational levels). Much of our seminar discussions will focus on identifying and developing interesting research questions raised by this interdisciplinary literature, which offers many opportunities for systematic empirical study.

Course Requirements
The course grade will be based equally on:

1.) Class participation, including presenting and writing summaries of articles
2.) Individual Final Paper, including progress reports and final paper

Participation
Regular attendance and participation are critical to your successful completion of this course. We cover a lot of material in each class and the material in later classes is related to the material covered earlier in the term. You should complete the assigned readings and written assignments prior to each class. You are encouraged to prepare for class with your colleagues; however, each member of the class should be fully conversant in the material—expect to participate in every class.

Written summaries and analysis
Each week, students (or sometimes pairs of students) will be given responsibility to write a summary and critical analysis of an assigned reading for that class, or they will be asked to respond to a question that relates to the readings. They will also be responsible for presenting and leading the discussion of those readings. (This will help you when you are reviewing for your comprehensive exam.) These assignments will be made at least one week prior to the relevant class session. For each of the papers assigned to you, your written report should outline the following: (a) the dominant research question; (b) the logical and empirical support presented; (c) the contribution of the research to our understanding of relevant phenomena in international business; (d) limitations of the research and; and most importantly (e) feasible refinements or extensions to the empirical study and related research questions that are prompted by your reading of the paper. These reports should be distributed to all participants at the beginning of the class session (and posted on blackboard prior to class).
Individual Paper and Presentation

I would like for you to develop the theory section of a paper and I expect to see at least one hypothesis in this theory section. This paper can be based either on one of the foundational areas we cover, on a combination of the foundational areas, or on an international business issue that interests you. To help you develop your term paper, each student will submit three progress reports, present their ideas to the class and complete a final paper. You will need to begin thinking about your term paper early in the course. Please feel free to discuss your ideas with me whenever you are ready to do so.

1. **Progress Report 1: Problem Definition** (2-3 pages, typed, double-spaced). Describe an international business problem that interests you. Describe why understanding this problem is relevant to scholars in your discipline. **Due the day before Class 8**

2. **Progress Report 2: Literature Search.** Refine your research question and develop a reading list of articles and books that address your question. Format your reading list as a list of references following the format used in a leading journal in your discipline (your choice). **Due Class 10**

3. **Progress Report 3: Theory and Hypotheses** (5-7 pages, typed, double-spaced). Building on Progress Reports 1 & 2, develop preliminary theoretical arguments to address your research question and discuss testable predictions that emerge from these arguments. **Due the day before Class 12**

4. **Presentation** Present your paper ideas (10-15 minutes) in class. **Due Class 14**

5. **Final Paper** (10-15 pages, typed, double-spaced). Based on Progress Reports 1, 2, and 3, develop a research paper suitable for submission to an academic conference. Revise your ideas based on comments you receive during the presentation and subsequent discussions. As well as including problem definition, contribution, theory and predictions, your paper should include a description of your research design, the type of data required to test your hypotheses, and methods you might use to collect and analyze the data (for empirical papers). For theoretical papers, you should describe extensions and further work. **Due One Week after Last Class.**

**Policy on Auditors**

Advanced students who do not wish to enrol as full participants are welcome to audit the course, under the following conditions: (1) you commit to attend at least 75% of the class sessions, and inform me in advance which sessions you will attend; (2) you participate fully in the sessions that you attend, including doing a “fair share” of summary writing and leading class discussion. Auditing students are excused from assignments related to the term paper.

**READING MATERIALS:**

All course readings will be posted on blackboard at least one week in advance of class. In addition, it is highly recommended that you buy the following book:


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TOPIC OUTLINE
Class One: 8/26/19 Introduction and Overview

APPROACHES TO STUDYING IB AND MNCS
Class Two: 9/9/19
     Economic Perspective I – Oligopolistic Theories and Product Life Cycle

Class Three: 9/16/19
     Economic Perspective II – Transaction Cost Analysis and Internalization Theory

Class Four: 9/23/19
     Managerial Perspective – Strategy and Structure

Class Five: 9/30/19
     Organizational Perspective – Strategy, Structure and the Environment

Class Six: 10/7/19
     Institutional Perspective

TRADE AND INVESTMENT BY MNCS
Class Seven: 10/14/19
     Entry Modes

FALL BREAK 10/21/19

Class Eight: 10/28/19
     Geography, Innovation and Knowledge Transfer

Class Nine: 11/4/19
     Performance Effects from Multinationality

Class Ten: 11/11/19
     Data/Empirical Research in IB

Class Eleven: 11/18/19
     Review Process

Class Twelve: 11/25/19
     Discussion of student papers in class

Class Thirteen: 12/2/19
     Student Topic Choice (Emerging Market Firms, Culture, Exchange Rates, others?)

Class Fourteen: 12/9/19 student presentation
OUTLINE WITH READING LIST:
Below is a list of related readings for each topic. Assigned readings will be available on blackboard. As you can see, there are far more readings than will be assigned during any one session. The purpose of the list below is to give you additional resources that may be useful as you pursue your own research in this field.

Class One:
TOPIC: International Management: Introduction and Overview of the Field
Readings:


**Additional Readings from Anchors in the Field:**


**Class Two:**
**TOPIC:** Economic Perspective I: Oligopolistic and Product Cycle Views of Int’l Expansion

**Readings:**


Caves, 1996, *Multinational Enterprise and Economic Analysis*, Chapter 4


**Class Three:**

**TOPIC:** Economic Perspective II: Transaction Cost Analysis and Internalization Theory

**Readings:**


Caves, 1996. Multinational Enterprise and Economic Analysis, Chapter. 3.


**Class Four:**
**TOPIC:** Managerial Perspective – Strategy and Structure

**Readings:**


**Class Five:**

**TOPIC:** Organizational Perspective – Process and Structure

**Readings:**


**Class Six:**
**TOPIC:** Institutional Perspectives on Multinational Enterprises
Readings:


**Class Seven:**
**TOPIC:** Entry Modes

**Readings:**


Class Eight:
TOPIC: Geography, Knowledge Transfer and Spillovers

Readings:

Alcacer, J. and M. Zhao. 2012. Local R&D Strategies and Multi-location Firms: The


Zhao, M 2006 Conducting R&D in countries with weak intellectual property rights protection. Management Science, 56 (7): 1185–99

Class Nine:
TOPIC: Performance Effects from Multinationality

Readings:


Class Ten:  
TOPIC: Data/Empirical Research in IB

In this session, we will discuss data and empirical approaches to analyzing data in international research. Think about all of the empirical papers we have discussed. Think about the research issues you are examining for your term paper. In an ideal world, what type of data do we need to examine differences across the perspectives we covered or for your research topic? What data do you know about? I am happy to discuss any of the datasets I have used in my empirical research or that I know about from colleagues.

Class Eleven:  
Topic: REVIEW PROCESS
Class Thirteen: Student Choice of Topic

We can vote on the following (or students can suggest other topics for session thirteen):

**TOPIC:** Emerging Market Firms

**Background Readings:**

Bartlett and Ghoshal, Going Global: Lessons from Late Movers, HBR R00201


**TOPIC:** Trade and Investment and Exchange Rates

**Background Readings**


**TOPIC:** Culture

**Background Readings:**


