

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:

Caves, Richard, 1996. Multinational Enterprise and Economic Analysis, Second Edition (New York: Cambridge University Press). ISBN 0-521-47858-8.

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:

- Buckley, P., 2002. Is the International Business Agenda Running out of Steam? *Journal of International Business Studies*, 33(2): 365-373.
- Buckley, P, J. Doh and M Benischke, 2017. Towards a Renaissance in International Business Research? Big Questions, Grand Challenges and the Future of IB Scholarship. *Journal of International Business Studies* 48: 1045-64.
- Buckley, Peter and Don Lessard. 2005. Regaining the Edge for International Business Research,” *Journal of International Business Studies*, 36: 595-599.
- Cheng, J, W Henisz, K. Roth and A. Swaminathan. 2009. “From the Editors - Advancing Interdisciplinary Research in the Field of International Business: Prospects, Issues and Challenges” *Journal of International Business Studies* 40(7): 1070-74.
- Dunning, J.H. 1989. “The Study of International Business: A Plea for a More Interdisciplinary Approach,” *Journal of International Business Studies* 20-3: 411-436.
- Ghemawat, Pankaj 2007. *Redefining Global Strategy* Cambridge MA: Harvard Business School Publishing
- Ghemawat, Pankaj 2009 *Bridging the Globalization Gap at Top Business Schools Working Paper.*
- Ghoshal, S., and D. Eleanor Westney. 1993. “Introduction and Overview.” In Sumantra Ghoshal and Eleanor Westney, eds., *Organization Theory and the Multinational Corporation*. New York: St. Martin’s Press: 1-23.
- Guillen, M. 2001. International Business. *International Encyclopedia of the Social and Behavioral Sciences*, p. 7768-7771 (and additional slide)
- Makadok, R, R. Burton and J. Barney. 2018. A Practical Guide for Making Theory Contributions in Strategic Management, *Strategic Management Journal* 2018.
- Ricart, J. E., Enright, M. J., Ghemawat, P., Hart, S. L., & Khanna, T. 2004. New frontiers in international strategy. *Journal of International Business Studies*, 35: 175-200.

Verbeke, A., MA Von Glinow and Y. Luo. 2017. Becoming a Great Reviewer: Four Actionable Guidelines, *Journal of International Business Studies* 48(1) 1-9.

Vernon, R. 1994. Contributing to an International Business Curriculum: An Approach from the Flank. *Journal of International Business Studies*. 25(2): 215-227.

Additional Readings from Anchors in the Field:

Buckley, Peter J. and Mark Casson. 1976. The future of the multinational enterprise. New York : Holmes & Meier Publishers.

Caves, Richard E. 1996 Multinational Enterprise and Economic Analysis, Second Edition. New York: Cambridge University Press.

Chandler, Alfred, 1986. *The Evolution of the Modern Corporation*, in Porter (ed.) Competition in Global Industries, Boston: Harvard University Press.

Dunning, John H. 1993. Multinational enterprises and the global economy. Wokingham, England : Addison-Wesley.

Hymer, S. A 1960. “Comparison of Direct and Portfolio Investment” and “The Theory of International Operations, The International Operations of National Firms. Cambridge, MA: MIT Press.

Kindleberger, Charles (Ed.). 1970. The International Corporation, Cambridge MA: MIT.

Penrose, Edith, 1968, The Large International Firm in Developing Countries: The International Petroleum Industry, London: Allen and Unwin.

Porter, Michael E. 1990. The Competitive Advantage of Nations. New York: Free Press.

Stopford, J. and L. T. Wells, Jr. 1972. Managing the Multinational Enterprise: Organization of the Firm and Ownership of Subsidiaries. New York: Basic Books.

Wilkins, Mira, 1970. The Emergence of Multinational Enterprise, Cambridge, MA: Harvard University Press.

Class Two:

**TOPIC: Economic Perspective I:
Oligopolistic and Product Cycle Views of Int'l Expansion**

Readings:

Alcacer, J. 2006. Location Choices Across the Value Chain: How Activity and Capability Influence Agglomeration and Competition Effects, *Management Science* 52(10): 1457-1471.

- Berry, H. and A. Kaul, 2015. Global Sourcing and Foreign Knowledge Seeking, *Management Science*, 61(5): 1052-1071.
- Bilir, K., Patent Laws, 2014. Product Life-Cycle Lengths and Multinational Activity. *American Economic Review* 1979-2013.
- Calvet, A.L., 1981. A Synthesis of Foreign Direct Investment Theories and Theories of the Multinational Firm, *Journal of International Business Studies* (12) 1: 43-59.
- Caves, 1996, Multinational Enterprise and Economic Analysis, Chapter 4
- Gimeno, J. R. Hoskisson, B. Beal and W. Wan, 2005. Explaining the Clustering of International Expansion Moves: A Critical Test in the US Telecommunications Industry. *Academy of Management Journal* 84(2): 297-319.
- Kindleberger, C., 1969. The Theory of Direct Investment and The International Corporation, American Business Abroad, MA: MIT Press.
- Knickerbocker, F, 1974. Introduction, Oligopolistic Reaction and Multinational Enterprise, Division of Research, Harvard Business School, Boston.
- Flowers, Edward B. 1976. Oligopolistic Reactions in European and Canadian Direct Investment in the United States. *Journal of International Business Studies* 7(Fall/Winter): 43-55.
- Giddy, I. 1978. The Demise of the Product Life Cycle Model in International Business Theory, *Columbia Journal of World Business*, Vol. 13: 90-97.
- Javorcik, B., 2004. Does FDI Increase the Productivity of Domestic Firms? In Search of Spillovers through Backward Linkages, *American Economic Review* 94(3): 605-627.
- Li, Y., E. Hernandez and S. Gwon, 2019. When do Ethnic Communities Affect Foreign Location Choice? Dual Entry Strategies of Korean Banks in China, *Academy of Management Journal* 62(1): 172-195.
- Yu, T., and A. Cannella, 2013. A Comprehensive Review of Multimarket Competition Research, *Journal of Management* 39(1): 76-109.
- Wells, L.T., 1972. International Trade: The Product Life Cycle Approach, in Wells, ed., The Product Life Cycle and International Trade, Division of Research, Graduate School of Business Administration, Harvard University: 3-33.
- Vernon, R., 1966. International Investment and International Trade in the Product Life Cycle, *Quarterly Journal of Economics*, 80: 190-207.

Vernon, R., 1979. The Product Cycle Hypothesis in a New International Environment, *Oxford Bulletin of Economics and Statistics*, 41(4): 255-267.

Class Three:

TOPIC:

Economic Perspective II:

Transaction Cost Analysis and Internalization Theory

Readings:

Buckley, P. and M. Casson, 1976. A Long Run Theory of the Multinational Enterprise” and “Alternative Theories of the Multinational Enterprise, The Theory of the Multinational Corporation, London: MacMillan.

Buckley, P. 1988. The Limits of Explanation: Testing the Internalization Theory of the Multinational Enterprise, *Journal of International Business Studies*, Summer: 181-193.

Calvet, A.L., 1981. A Synthesis of Foreign Direct Investment Theories and Theories of the Multinational Firm, *Journal of International Business Studies* (12) 1: 43-59.

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

Dunning, J.H., 2003. Some Antecedents of Internalization Theory. *Journal of International Business Studies*, 34: 108-115.

Dunning, J.H. 1979. Explaining Changing Patterns of International Production: In Defence of the Eclectic Theory, *Oxford Bulletin of Economics and Statistics*, 41: 269-95.

Dunning, J., 2001. The Eclectic (OLI) Paradigm of International Production: Past, Present and Future. *International Journal of the Economics of Business* 8(2): 173-190.

Dunning, J.H. and A. Rugman, 1985 The Influence of Hymer’s Dissertation on the Theory of Foreign Direct Investment, *American Economic Review* (75) 2: 228-232.

Anderson E. and H. Gatignon, 1986. Modes of Foreign Entry: A Transaction Cost Analysis and Propositions, *Journal of International Business Studies*, Vol. 17(3): 1-26

Hill, and Kim, 1988. Searching for a Dynamic Theory of the Multinational Enterprise: A Transaction Cost Model, *Strategic Management Journal*, Vol. 9: 93-104.

- Horaguchi H., and Toyne, B., 1990. Setting the Record Straight: Hymer, Internationalization Theory and Transaction Cost Economics,” *Journal of International Business Studies*, Vol. 21: 487-494.
- Hymer, 1960. S. A Comparison of Direct and Portfolio Investment” and “The Theory of International Operations, The International Operations of National Firms. Cambridge, MA: MIT Press.
- Kogut, B., & Zander, U. 1993. Knowledge of the Firm and the Evolutionary Theory of the Multinational Corporation. *Journal of International Business Studies*, 24 (4): 625-45.
- Kogut, B. and Zander, U., 2003. A Memoir and Reflection: Knowledge and an Evolutionary Theory of the Multinational Firm 10 Years Later. *Journal of International Business Studies*, 34: 505-515.
- Oxley, J., 1996. Appropriability Hazards and Governance in Strategic Alliances: A Transaction Cost Approach. *Journal of Law, Economics and Organization* 13(2): 387-409.
- Rugman, A., 1986. New Theories of the Multinational Enterprise: An Assessment of Internalization Theory, *Bulletin of Economic Research* 4, 38(2): 101-117.
- Teece, D., 1985. Multinational Enterprises, Internal Governance and Industrial Organization, *American Economic Review*, Vol, 75, May: 233-238.
- Teece, D., 1986. Transaction Cost Economics and the Multinational Enterprise: An Assessment, *Journal of Economic Behavior and Organization*, Vol. 7, March: 21-46.

Class Four:

TOPIC: Managerial Perspective – Strategy and Structure

Readings:

- Baden-Fuller and Stopford, 1991. Globalization frustrated: the case of white goods, *Strategic Management Journal* 12(7): 493-507
- Bartlett, C. A. and Ghoshal, S. 1989. Managing Across Borders: The Transnational Solution. Harvard Business School Press, Boston, MA. Chapter 1. (also a Sloan Management Review article from Summer, 1987, pp. 7-17)
- Benito, G., 2005. Divestment and international business strategy. *Journal of Economic Geography* 5(2): 235-51.
- Berry, H, 2010. Why Do Firms Divest? *Organization Science* 21(2): 380-398.

- Berry, H, 2013. When Do Firms Divest Foreign Operations? *Organization Science*.24:2462-79.
- Berry, H., 2017. The International Configurations of US Multinational Corporations, in Alcacer, J., B. Kogut, B. Yeung and C. Thomas (eds), Advances in Strategic Management: Geography, Location and Strategy, Volume 38. Springer.
- Berry, H. and A. Kaul. Forthcoming. Corporate Renewal Across Businesses and Countries. *Strategic Management Review*.
- Birkinshaw, J. and N. Hood. 1998. Multinational Subsidiary Evolution: Capability and Charter Change in Foreign-Owned Subsidiary Companies. *Academy of Management Review*. 23(4): 773-795.
- Birkinshaw, J., Morrison, R. and Hulland, 1995. Structural and Competitive Determinants of a Global Integration Strategy, *Strategic Management Journal*, Vol., 16, pp. 637-655.
- Cantwell, J., & Janne, O. 1999. Technological globalisation and innovative centres: the role of corporate technological leadership and locational hierarchy. *Research policy*, 28(2-3), 119-144.
- Cantwell J., and R. Mudambi. 2005. MNE competence-creating subsidiary mandates. *Strategic Management Journal* 26(12): 1109-1128.
- Chang, S. J. & Rosenzweig, P. M. 2001. The Choice of Entry Mode in Sequential Foreign Direct Investment. *Strategic Management Journal*, 22: 747-76.
- Devinney, T, D. Midgley and S. Venaik, 2000. The optimal performance of the global firm: Formalizing and extending the integration responsiveness framework, *Organization Science* 11(6): 674-695
- Doz, Y., 1980. Strategic Management in Multinational Companies, *Sloan Management Review*, Winter, pp. 27-46.
- Egelhoff,, W., 1988. Strategy and Structure in Multinational Corporations: A Revision of the Stopford and Wells Model, *Strategic Management Journal*, 9(1); 1-14.
- Ghemawat, P., 2007: Redefining Global Strategy, Harvard Business School Press, Boston MA.
- Ghoshal, S. and C.A. Bartlett. 1990. The Multinational Corporation as an Interorganizational Network, *Academy of Management Review*, 15 (4): 603-625.
- Ghoshal, S. 1987. Global Strategy: An Organizing Framework. *Strategic Management Journal*, 8: 425-440.

- Harzing, A.W., 2000. An empirical analysis and extension of the Bartlett and Ghoshal typology of multinational companies. *Journal of International Business Studies*, 31(1): 101-120.
- Johanson, J., Vahlne, J., 1977. The internationalization process of the firm. *Journal of International Business Studies* 8: 23–32.
- Johanson, J and JE Vahlne, 2009. The Uppsala internationalization process model revisited: from liability of foreignness to liability of outsidership. *Journal of International Business Studies* 40(9): 1411-31.
- Johansson, J, and G. Yip, 1994. Exploiting Globalization Potential: US and Japanese Strategies, *Strategic Management Journal*, Vol. 15: 579-601.
- Kogut, B. 1989. A Note on Global Strategies. *Strategic Management Journal*, 10: 383-389.
- Kogut, B., Designing Global Strategies: Comparative and Competitive Value-Added Chains, *Sloan Management Review*, Summer, 1985.
- Kogut, B., 1983, Designing Global Strategies: Profiting from Operational Flexibility, *Sloan Management Review*, Fall: 27-38.
- Kogut, B., 1983. Foreign direct investment as a sequential process. In Kindleberger, C., Audresch, D., (Eds) The Multinational Corporation in the 1980s. Cambridge: MIT Press.
- Kogut, B., and N. Kulatilaka, 1993. Operating Flexibility, Global Manufacturing and the Option Value of a Multinational Network, *Management Science* 39(11): 123-139.
- Melin, L., 1992. Internationalization as a Strategy Process, *Strategic Management Journal* 13:99-118.
- Morrison, A., and K. Roth, 1992. A Taxonomy of Business-Level Strategies in Global Industries, *Strategic Management Journal*, Vol. 13, pp. 399-418.
- Pedersen, T., and J.M. Shaver. 2011. Internationalization revisited: The big step hypothesis. *Global Strategy Journal* 1(34): 263-74.
- Perlmutter, H. 1969. The Tortuous Evolution of the Multinational Corporation, *Columbia Journal of World Business*.
- Porter, M., 1998, Competing Across Locations: Enhancing Competitive Advantage Through a Global Strategy, (from On Competition, HBS Press).

- Porter, M., 1986. Competition in global Industries, Harvard Business School, Boston, MA.
- Porter, M., 1987. Changing Patterns of International Competition. In Teece, Ed., The Competitive Challenge, Cambridge: Ballinger: 27-57.
- Roth, K., and A. Morrison, 1990. An Empirical Analysis of the Integration-Responsiveness Framework in Global Industries, *Journal of International Business Studies*, Vol. 21, No.4: 541-564.
- Rugman, A. and A. Verbeke, 2004, A perspective on Regional and Global Strategies of Multinational Enterprises, *Journal of International Business Studies*, 35(1): 3-18.
- Siegel, Jordan I and Barbara Zepp Larson 2009. Labor Market Institutions and Global Strategic Adaptation: Evidence from Lincoln Electric *Management Science* 55(7): 1527-46.
- Tallman, S., 1991, Strategic Management Models and Resource-Based Strategies Among MNEs in Host Market, *Strategic Management Journal*, Vol. 12: 69-82.
- Tallman, S., and Yip., Strategy and the Multinational Enterprise, in Rugman and Brewer, The Oxford Handbook of International Business, Oxford University Press, 2003
- Vahlne, J.E., Johanson, J., 2002. New technology, new companies, new business environments and new internationalization processes? In Havila, V., Forsgren, V., Hakansson H., (eds) Critical Perspectives on Internationalization. Amsterdam: Pergamon Elsevier.
- Vahlne, J and J Johanson, 2017. From Internationalization to Evolution: The Uppsala Model at 40 Years. *Journal of International Business Studies* 48: 1087-1102.
- Yip, G., 1989. Global Strategy ...In a World of Nations? *Sloan Management Review*, Vol. 31, No 1: 29-41.
- Zaheer, S., 1995. Overcoming the liability of foreignness. *Academy of Management Journal*, 38, 341-63.

Class Five:

TOPIC: Organizational Perspective – Process and Structure

Readings:

- Belderbos, R., and M. Heijltjes, 2005. The Determinants of Expatriate Staffing by Japanese Multinationals in Asia: Control, Learning and Vertical Business Groups. *Journal of International Business Studies* 36: 341-354.

- Birkinshaw, J. & Morrison, A. J. 1995. Configurations of Strategy and Structure in Subsidiaries of Multinational Corporations. *Journal of International Business Studies*, 26(4): 729-53.
- Delacroix, J., 1993. The European Subsidiaries of American Multinationals: An Exercise in Ecological Analysis. In Ghoshal and Westney, eds., *Organization Theory and the Multinational Corporation*. New York: St. Martin's Press, pp. 105-135.
- Doz Y., and C.K. Prahalad, 1993. Managing DMNCs: A Search for a New Paradigm, in Ghoshal and Westney, Organization Theory and Multinational Corporation.
- Doz Y., and C.K. Prahalad, 1987. The Multinational Mission: Balancing Local Demands and Global Vision, NY, The Free Press, Chs 2,3 and 12.
- Egelhoff, W., 1982. Strategy and structure in multinational corporations: An information-processing approach, *Administrative Science Quarterly* 27: 435-458.
- Egelhoff, W., 1988. Strategy and structure in multinational corporations: A revision of the Stopford and Wells model, *Strategic Management Journal*, 9(1); 1-14.
- Forsgren Mats, Ulf Holm and Jan Johanson 2005. *Managing the Embedded Multinational: A Business Network View* Northampton MA: Edward Elgar.
- Franko, L., 1973. Who manages multinational enterprises? *Columbia Journal of World Business* 8(2): 30-42.
- Ghoshal, S. and N. Nohria, 1993. Horses for Courses: Organizational Forms for Multinational Corporations, *Sloan Management Review*, Winter 34(2): 23-35
- Ghoshal, S. and E. Westney, 1993. Introduction and overview. In Ghoshal and Westney (ed) *Organization Theory and the Multinational Corporation* St. Martin's Press, (NY, New York), 1-23.
- Govindaragan, V., 1988. A contingency approach to strategy implementation at the business-unit level: Integrating administrative mechanisms with strategy, *Academy of Management Journal*, 31(4): 828-853
- Guillén, M., 2002 Structural Inertia, Imitation, and Foreign Expansion: South Korean Firms and Business Groups in China, 1987-1995, *Academy of Management Journal*(3): 509-525.
- Gupta, A. K. & Govindarajan, V. 2000. Knowledge Flows Within Multinational Corporations. *Strategic Management Journal*, 21: 473-96.
- Haas, M., 2006. Acquiring and applying knowledge in transitional teams: The roles of cosmopolitans and locals. *Organization Science* 17: 313-332.

- Hansen, M. 1999. The Search-Transfer Problem: The Role of Weak Ties in Sharing Knowledge Across Organization Subunits. *Administrative Science Quarterly* 44: 82-111.
- Hedlund, G., 1986. The Hypermodern MNC: A Heterarchy? *Human Resource Management*, 25(1).
- Henisz, W., and A. Delios. 2001. Uncertainty, Imitation and Plant Location: Japanese Multinational Corporations, 1990-96, *Administrative Science Quarterly*, 2001.
- Larsen, M., S. Manning and T. Pedersen, 2013. Uncovering the hidden costs of offshoring: The interplay of complexity, organizational design and experience. *Strategic Management Journal* 34(5): 533-52.
- Levy, Beechler, Taylor and Boyacigiller, 2007. What we talk about when we talk about “global mindset”: Managerial cognition in multinational corporations. *Journal of International Business Studies* 38: 231-58.
- Malnight, T., 2001. Emerging Structural Patterns Within Multinational Corporations: Toward Process Based Structures. *Academy of Management Journal*, 44(6): 1187-1210.
- Martin, X., A. Swaminathan, and W. Mitchell, 1998. Organizational Evolution in the Interorganizational Environment: Incentives and Constraints on International Expansion Strategy. *Administrative Science Quarterly* 43 (1998):566-601.
- Martinez, J., and J. Jarillo, 1989. The Evolution of Research on Coordination Mechanisms in Multinational Corporations, *Journal of International Business Studies* 20: 489-514.
- Stopford, J., and Wells, 1972. Managing the Multinational Enterprise: Organization of the Firm and Ownership of the Subsidiaries, NY, Basic Books, Chs 1-6.
- Westney, D.E., 1993. Institutionalization Theory and the Multinational Corporation. In S. Ghoshal and E. Westney, eds., *Organization Theory and the Multinational Corporation*. pp. 53-76.
- Zellmer-Bruhn, and C. Gibson. 2006. Multinational organizational context: Implications for team learning and performance. *Academy of Management Journal* 49(3): 501-18.

Class Six:

TOPIC:

Institutional Perspectives on Multinational Enterprises

Readings:

- Acemoglu D, and S. Johnson, 2005. Unbundling institutions. *Journal of Political Economy* **113**(5): 949–995.
- Berry, H., Guillen, M and N. Zhou, 2010. An Institutional Approach to Cross-National Distance, *Journal of International Business Studies* 41(9): 1460-1480.
- Berry, H., M. Guillen and A. Hendi, 2014, Is there Convergence Across Countries? A Spatial Approach. *Journal of International Business Studies* 45(4): 387-404
- Branstetter LG, Fisman R, Foley CF. 2006. Do stronger intellectual property rights increase international technology transfer? Empirical evidence from U. S. firm-level panel data. *The Quarterly Journal of Economics* 121(1): 321–349.
- de la Torre, J., and Neckar, 1988. “Forecasting Political Risk for International Operations,” *International Journal of Forecasting*.
- Delios, A. & Henisz, W. J. 2000. Japanese firms’ investment strategies in emerging economies. *Academy of Management Journal*, 43(3):305-323.
- Durand, R. and A. Jacqueminet. 2015. Peer Conformity, Attention and Heterogeneous Implementation of Practices in MNEs. *Journal of International Business Studies* 46(8): 917-37
- Fagre, N. & Wells, L.T. 1982. Bargaining Power of Multinational and Host Governments. *Journal of International Business Studies*, 13(2): 9-23.
- Feinberg S., and A. Gupta, 2009. MCS subsidiaries and country risk: internalization as a safeguard against weak external institutions. *Academy of Management Journal* 52: 381-399.
- Guillén, M., and S. Suárez, 2001 The Institutional Environment of Multinational Activity. In S. Ghoshal and E. Westney, eds., *Organization Theory and the Multinational Corporation*, second edition. New York: St. Martin’s Press.
- Guler, I., M. Guillen and J. Macpherson. 2002. Global Competition, Institutions and the Diffusion of Organizational Practices: The International Spread of the ISO 9000 Quality Certificates. *Administrative Science Quarterly* 47: 207-232.
- Henisz, W. and B. Zelner, 2005. Legitimacy, Interest Group Pressures and Change in Emergent Institutions: The Case of Foreign Investors and Host Country Governments, *Academy of Management Review*, forthcoming.
- Henisz, W. and B. Zelner, 2005. Resistance to Illegitimate Multilateral Influence on Reform: The Political Backlash Against Private Infrastructure Investors, working paper.

- Henisz, W., and A. Delios. 2001. Uncertainty, Imitation and Plant Location: Japanese Multinational Corporations, 1990-96, (with A. Delios), *Administrative Science Quarterly*, 2001.
- Henisz, W. J. & Williamson, O. E. 1999. Comparative Economic Organization -- Within and Between Countries. *Business and Politics*, 1(3): 261-277.
- Henisz, W. J. 2000. The Institutional Environment for Multinational Investment. *Journal of Law, Economics & Organization*, 16(2).
- Hofstede, G., 1980. *Culture's Consequences: International Differences in Work-Related Values*. Newbury Park, CA: Sage.
- Jandhyala, S., W. Henisz and E. Mansfield. 2011. Three Waves of BITS: The Diffusion of Foreign Investment Policy, *Journal of Conflict Resolution* 55(6): 1047-73
- Kobrin, S., 1979. Political Risk: A Review and Reconsideration, *Journal of International Business Studies*, 10: 67-80.
- Kobrin, S. J. 1987. Testing the Bargaining Hypothesis in the Manufacturing Sector in Developing Countries. *International Organization*, 41(1): 609-638.
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Class Seven:

TOPIC: **Entry Modes**

Readings:

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Class Eight:

TOPIC: Geography, Knowledge Transfer and Spillovers

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Class Nine:

TOPIC: Performance Effects from Multinationality

Readings:

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- Reuer, J. 2000. Parent Firm Performance Across International Joint Venture Life-Cycle Stages. *Journal of International Business Studies*, 31 (1): 1-20.
- Shaver, J.M. 1998. Accounting for Endogeneity When Assessing Strategy Performance: Does Entry Mode Choice Affect FDI Survival? *Management Science*, 44 (4): 571-585.
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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:

Awate, S., M. Larsen and R. Mudambi, 2015. Accessing vs. sourcing knowledge: A comparative study of R&D internationalization between emerging and advanced economy firms. *Journal of International Business Studies* 46(1): 63-86.

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Dawar, N and T. Frost, 1999. Competing with Giants: Survival Strategies for Local Companies in Emerging Markets. *Harvard Business Review*

Khanna, T., and J. Rivkin, 2001. Estimating the Performance Effects of Business Groups in Emerging Markets, *Strategic Management Journal*, 22: 45-74.

Guillen, M., 2000. Business Groups in Emerging Economies: A Resource Based View, *Academy of Management Journal* 43(3): 362-380.

Furman, J., M. Porter and S. Stern, 2002. The Determinants of National Innovative Capacity. *Research Policy* (31)6: 899-

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TOPIC: Trade and Investment and Exchange Rates

Background Readings

Bernard, A., Jensen, J.B., S. Redding and P. Schott, 2010. Intra-firm trade and product contractability, NBER working Paper No 15881.

Bernard, A., Jensen B. J., Schott, P. 2009. Importers, Exporters and Multinationals, in Dunne, T., B. Jensen and M. Roberts (eds) Producer Dynamics: New Evidence from Micro Data, University of Chicago Press, 513-556.

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- Dixit, A., 1989. Hysteresis, Import Penetration and Exchange Rate Pass Through, *Quarterly Journal of Economics*: 205-228.
- Feenstra, R., 1989. Symmetric Pass-Through of Tariffs and Exchange Rates Under Imperfect Competition: An Empirical Test, *Journal of International Economics*.
- Froot K, Stein J. 1991. Exchange rates and foreign direct investment: an imperfect capital markets approach. *Quarterly Journal of Economics* 106, 1191–1217.
- Grubert and Mutti, 1991. Taxes, Tariffs and Transfer Pricing in MNC Decision-Making, *Review of Economics and Statistics*.
- Head, K., and J. Reis, 2001. Overseas Investment and Firm Exports, *Review of International Economics* 9(1): 108-122.
- Hooper, P. and C. Mann, 1989. Exchange Rate Pass-Through in the 1980s: The Case of US Imports of Manufacturers, *Brookings Papers on Economic Activity*, pp. 297-337.
- Knetter, M., 1993. International Comparisons of Pricing to Market Behavior, *American Economic Review*: 473-486.
- Kogut and Chang, 1996. Platform Investment and Volatile Exchange Rates: Direct Investment in the US by Japanese Electronic Companies. *Review of Economics and Statistics*.

- Lipsey, R. and M.Y. Weiss, 1981. Foreign Production and Exports in Manufacturing Industries, *Review of Economics and Statistics*, 63(4): 488-494.
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- Lipsey, R., E. Ramstetter, and M. Blomström 1999. Parent Exports and Affiliate Activity in Japanese Multinational Companies, 1986, 1989, 1992, in *Analytical Research Based on Data from the Survey of Overseas Business Activities* (Institute for International Trade and Investment): 93-146.
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- Shapiro, A.C., 1975. Exchange rate changes, inflation and the value of the multinational corporation, *Journal of Finance* 30, 485-502.
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TOPIC: Culture

Background Readings:

- Beugelsdijk, S., T. Kostova and K. Roth, 2017. An overview of Hofstede-inspired country level culture studies in international business since 2006. *Journal of International Business Studies* 48(1): 30-47.
- Boyacigiller, N., Kleinberg, J., Sackmann, S., and M. Phillips, 1996. Conceptualizing Culture. In B.J. Punnett and O. Shenkar (Ed) *Handbook for International Management Research*: 157-204. New York: Blackwell.
- Brett, J., and T. Okumura, 1998. Inter- and Intracultural Negotiation: US and Japanese Negotiators. *Academy of Management Journal* 41: 495-510.
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- Schneider, S., 1988. National vs. Corporate Culture: Implications for Human Resource Management. *Human Resource Management* 29(2): 231-46.