Course Objective

The overall aim of this seminar is to provide doctoral candidates with a comprehensive overview of the field of international business – from the perspectives of both the scholar and the teacher. It is hoped that you will emerge out of this course with a better appreciation of the field of international business. In turn, you will be better prepared to research, publish, and teach in this area. A special effort will be made to demonstrate the diversity of perspectives on this interdisciplinary field; contributions from the functional business disciplines as well as related areas such as economics, anthropology, sociology, and so on, will be acknowledged. Guest speakers will be used to enrich your experiences in this seminar.

This seminar will benefit doctoral candidates in marketing, strategy, organizational behavior, human resource management, entrepreneurship, and organizational economics who wish to gain a thorough review of the scholarly field of international business (IB). We will address all seminal works with which a well-rounded business scholar should be familiar. The reading list can be easily expanded to include those theoretical contributions if you decide to pursue more in-depth coverage in a particular area.

In addition to building a strong foundation for comprehending the vast literature in international business, we seek two specific objectives in this course. First, our aim is to expose you to the literature on IB and helping you to critically evaluate it. In the process, you will learn how to frame questions, engage in critical review, and conceptualize potential research topics.

Second, we wish to engage you in two research projects in order to provide you with a hands-on, supervised opportunity to conceive, develop, implement, and publish scholarly investigations. We will say more about this opportunity in class, along with the databases which will be made available to you.

Positioning of the Seminar

IB 9910 is intended as part of the IIB seminar offerings for partial fulfillment of the International Business Specialization requirements. For the Specialization in IB, you also need to complete: IB 9920 – Cross Cultural Frameworks, and IB 9930 - Global Inter-Organizational Relations. These seminars are intended for Ph.D. students.
Course Structure and Requirements

This course is a doctoral seminar. This means that you are expected to come to the sessions fully prepared to discuss the assigned material, provide commentary on them, and engage in creative debate. Your thoughtful insights are especially encouraged for cross-fertilization of ideas.

Student participation is critical to the success of the course and evaluation on this component will be based on your preparedness and participation in class dialogue. The class-participation grade is based on in-class discussions and performance as a discussion leader.

Each of you will be assigned to lead a discussion for assigned readings. The discussion leader's task is to:

- Be prepared to moderate the discussion of the assigned article effectively and efficiently (the discussion leader should become thoroughly familiar with the topic and should make every attempt to read some of the recommended readings as well);
- Prepare and distribute a one-page write-up on your assigned article that highlights: (i) the article's significance and contributions; (ii) your critique; and (iii) questions and activities for class discussion which should lead classmates to integrate and compare the papers and seek out research opportunities.

Everyone is expected to read at least the required readings for the class. However, you are advised to get acquainted with all the required and recommended.

Format of the One-Page Article Critique

Your one-page write-up should be typed, single-spaced, using the following format:

- Title of the article (full citation)
- Purpose of the reading: Describe how this reading fits in within the broader topical area (research stream), its fundamental objectives, etc.
- Theoretical Argument: Summarize the theoretical argument of the reading, basic assumptions, hypotheses/propositions, etc.
- Methodology: If the paper is empirical, summarize the research methods including data collection, statistical methods, etc.
- Results and Contribution: Provide a critical commentary on theoretical and normative conclusions, and characterize the contribution to knowledge in this area.
- Questions to Ponder: Propose 1-2 questions for class discussion.

Discussion leaders should post the summary write-up to our iCollege course site 24 hours in advance of the class. Everyone can then make their own hard copy.

Research Papers
You will be required to work on an individual research paper as part of this seminar. It is expected to be prepared for a conference presentation and refereed journal publication:

**Individual research paper.** Each student is expected to complete a publishable paper targeting a conference and a journal. This can be based on: (i) the database of Joint Paper described above; (ii) a conceptual paper building theory/offering propositions or a literature review. It may be a critical review of an international business paradigm or an important research stream, offering a synthesis, possibly propositions, and ideas for future development of this topical area; or (iii) another topic you may propose to the instructor.

The aim of this exercise is to: (i) enhance your analytical skills through critical thinking; (ii) refine your skills in crafting scholarly publications; and (iii) gain practical, first-hand experience in submitting and revising scholarly journal articles.

Every attempt will be made to make satisfactory progress on both the joint and individual paper. You will be graded based on progress made at the end of the semester.

**Dates to remember for Individual Papers:**

*Second Week:* Post a 2-3 page typed proposal of your individual research paper on iCollege for all of us to discuss and critique in the next class. We will continue to discuss the development of your paper over the subsequent weeks.

*One week before the end of the semester:* Submit final version of your paper (approximately 25 double-spaced pages in length, including references, tables, and figures).

**Integrative Final Examination**

The exam will cover the material discussed during the semester. The purpose of the exam is to have the students integrate and synthesize the material and, will be similar to a doctoral comprehensive exam in international business.

**Grading**

Your final grade in the seminar will be based on the following contributions:

1. **Professionalism, Class Participation, and Discussion Leader** 50 %
2. **Individual Research Paper** 25 %
3. **Integrative Final Examination** 25 %

**Course Resources**

The Reading List attached to this syllabus identifies an extensive collection of refereed publications that form the theoretical foundation of international business. These articles
will be helpful to you in gaining a thorough understanding of the field. They will serve as the primary resource for class discussion.

I will assign 4-5 articles from each Part of the readings for your article critiques and class discussion. During our first class, I will assign specific articles for each you will be responsible for moderating the class discussion.

A course website is available from GSU's iCollege online course management system. The site will feature the syllabus, additional readings, lecture notes and presentations, external links, and more. You are asked to consult iCollege frequently for updates and additions.

Weekly class schedule is shown below:

<table>
<thead>
<tr>
<th>Class Schedule</th>
<th>Additional meetings (Timings to be decided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesdays</td>
<td></td>
</tr>
<tr>
<td>1:00 pm – 5:00 pm</td>
<td></td>
</tr>
<tr>
<td>Conference room, 6th Floor, 35 Broad St NW</td>
<td></td>
</tr>
<tr>
<td>08/22/2023</td>
<td>08/23/2023 &amp; 08/24/2023</td>
</tr>
<tr>
<td>08/29/2023</td>
<td></td>
</tr>
<tr>
<td>09/05/2023</td>
<td></td>
</tr>
<tr>
<td>09/12/2023</td>
<td>09/13/2023 &amp; 09/14/2023</td>
</tr>
<tr>
<td>09/19/2023</td>
<td></td>
</tr>
<tr>
<td>09/26/2023</td>
<td></td>
</tr>
<tr>
<td>10/03/2023</td>
<td></td>
</tr>
<tr>
<td>10/10/2023</td>
<td></td>
</tr>
<tr>
<td>10/17/2023</td>
<td></td>
</tr>
<tr>
<td><strong>10/24/2023</strong></td>
<td><strong>10/25/2023 &amp; 10/26/2023</strong></td>
</tr>
<tr>
<td><strong>AIB Southeast Conference</strong></td>
<td><strong>27-28 October 2023</strong></td>
</tr>
<tr>
<td>10/31/2023</td>
<td></td>
</tr>
<tr>
<td>11/07/2023</td>
<td></td>
</tr>
<tr>
<td>11/14/2023</td>
<td></td>
</tr>
<tr>
<td><strong>11/ 21/2023</strong></td>
<td><strong>Thanksgiving break – No class</strong></td>
</tr>
<tr>
<td><strong>11/28/2023</strong></td>
<td><strong>Last day of classes</strong></td>
</tr>
</tbody>
</table>

Notes:
1. We have scheduled more sessions than required; therefore, some may be withdrawn.
2. Class schedule is subject to change. We have scheduled several extra classes in case they are needed.
3. Some sessions may be held on Zoom when I am traveling.
4. We have allowed you to intensify your reading and the work on your semester papers during the early part of the semester so that you are not constrained by the load for your other courses.

READING LIST
International Business Books

Beamish, Paul (2013), Multinational joint ventures in developing countries, Routledge.
Cavusgil, S. Tamer, Editor, Advances in International Marketing, Various volumes.
Li, Tiger (2003), Guest Editor, Reviving Traditions in Research on International Market Entry, Volume 14, Kidlington, Oxford, United Kingdom: Elsevier Science, (169pp.).

Journals Reading List

NOTES:
1. Those in **BLUE** denote an article in the *JOURNAL OF INTERNATIONAL BUSINESS STUDIES Top 25 Most Cited Papers*. Below are live links to the most cited papers in top IB journals:

- **Journal of International Business Studies**
  https://www.palgrave.com/gp/journal/41267/volumes-issues/most-cited-articles
- **International Business Review**
  https://www.journals.elsevier.com/international-business-review/most-cited-articles
- **Journal of World Business**
  https://www.journals.elsevier.com/journal-of-world-business/most-cited-articles
- **Journal of International Marketing**
  https://journals.sagepub.com/action/showMostCitedArticles?journalCode=jiga
- **Journal of International Management**
  https://www.journals.elsevier.com/journal-of-international-management/most-cited-articles
- **Global Strategy Journal**
  https://onlinelibrary.wiley.com/action/doSearch?SeriesKey=20425805&sortBy=cited#

2. JIBS Decade Award Winners between 1996 and 2023 are indicated in parenthesis.

   https://aib.msu.edu/awards/jibsdecade.asp


**SESSION 1**

**Part 1: Classical Theories of Trade and Investment and New Trade Theories**


SESSION 2

Part 2: Theoretical Foundations of IB – Fundamentals / Internalization Theory / The Eclectic Paradigm / Location / Transaction Cost Analysis

Fundamentals:


**Internalization Approach:**


Hennart, J.-F. (2008), "Theories of the multinational enterprise", chapter 5 in OHIB.


**The Eclectic Paradigm:**


**The MNE and the Nation State**

**Knowledge Perspective**


**Transaction Cost Analysis and Foreign Market Entry Modes:**


Meyer, Klaus E., and Mike W. Peng (2005), "Probing theoretically into Central and Eastern Europe: Transactions, resources, and institutions," Journal of International Business Studies, 36 (6), 600-621. (2015 JIBS Decade Award Winner)


SESSION 3
Part 3: On the Meaning and Nature of International Business


**Building theoretical and empirical bridges across levels: Multilevel research in management**

Hitt, MA, Beamish, PW, Jackson, SE & Mathieu, JE (2007), Building theoretical and empirical bridges across levels: Multilevel research in management,” Academy of Management Journal, 50 (6).


Part 4: Internationalization Process of the Firm


Part 5: Multinationality / Degree of Internationalization / Global Company


Grøgaard, B., Colman, H.L. & Stensaker, I.G. (2022). Legitimizing, leveraging, and
launching: Developing dynamic capabilities in the MNE. Journal of International Business Studies, 53, 636–656


**Part 6: International Diversification**


SESSION 6

Part 7: Foreign Direct Investment and Location of Production

Bai, T. & Liesch, P (2022). Organizational goals and resource allocation to overseas foreign direct investment, Journal of World Business, 57(3)


**Part 8: Strategy and Organization of the MNE / Subsidiary Relationships**


Cui, Anna Shaofie, David A. Griffith, and S. Tamer Cavusgil (2005), “The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities


**Subsidiary Relationships**


Hu, C., Li, J., Yun, H. K. (2023). Re-examining foreign subsidiary survival in a transition
economy: Impact of market identity overlap and conflict, Journal of World Business, 58(3)


Kutschker, M. and Schurig, A. (2002), "Embeddedness of Subsidiaries in Internal and External Networks: A Prerequisite for Technological Change", chapter 5 in CPI.


### Innovation


SESSION 7
Part 9: International Marketing Strategy


Tolstoy, D., Nordman, R. E. & Vu, U. (2022)
The indirect effect of online marketing capabilities on the international performance of e-commerce SMEs, International Business Review, 31(3)


Part 10: Global Branding


SESSION 9

Part 11: Born Global Firms


Hennart, JF., Majocchi, A. & Hagen, B. (2021). What’s so special about born globals, their entrepreneurs or their business model? Journal of International Business Studies, 52, 1665–1694


**Part 12: International Entrepreneurship**


Drover, W., Busenitz, L., Matusik, S., Townsend, D., Anglin, A., & Dushnitsky, G. (2017). A review and road map of entrepreneurial equity financing research: venture capital,


Ulrike, M, G & Kuivalainen, O. (2022): Argonauts and Icaruses: Social networks and
dynamics of nascent international entrepreneurs, International Business Review, 31(1)


**SESSION 10**

*Part 13: Strategic Alliances / Collaborative Ventures / Cross-Border Inter-Organizational Business Relationships*


Pereira, V., Bamel, U., Temouri, Y., Budhwar, P & Giudice, L M. (2023) Mapping the evolution, current state of affairs and future research direction of managing cross-border knowledge for innovation, International Business Review, 32(2)


Zahoor, N., Khan, Z. & Shenkar, O. (2023). International vertical alliances within the international business field: A systematic literature review and future research agenda, Journal of World Business, 58(1)


SESSION 11

Part 14: Governance in International Channels


Part 15: Culture in International Business Research


Barbarossa, C., Buzeta, C., Pelsmacker, D. P. & Moons, I (2022). Foreign company misconduct and how consumers’ punitive intent is influenced by country stereotypes and the perceived similarity between the foreign country and the home country, International Business Review, 31(5)


theory-based, short form measure,” Journal of International Business Studies, 46(9), 1099-1118.


**SESSION 12**

**Part 16: Emerging Markets**


McKinsey (2011b): “Is your emerging-market strategy local enough?”
http://di.dk/SiteCollectionDocuments/Marked/McKinsey%20Quarterly.pdf

McKinsey (2012b): “Building brands in emerging markets,” September,

McKinsey (2012c): “Winning the $30 trillion decathlon: Going for gold in emerging markets,” August,
http://www.mckinsey.com/insights/strategy/winning_the_30_trillion_decathlon_going_for_gold_in_emerging_markets


McKinsey (2012e): “From oxcart to Wal-Mart: Four keys to reaching emerging-market consumers,” October,


McKinsey (2013a): “Developing winning products for emerging markets,” May,
http://www.mckinsey.com/insights/innovation/developing_winning_products_for_emerging_markets


McKinsey (2014b). “Understanding India’s economic geography,” October,
http://www.mckinsey.com/insights/asia-pacific/understanding_indias_economic_geography (Download full report!)
McKinsey (2014d). “Capturing the hearts of Brazil’s luxury consumers,”


http://www.mckinsey.com/insights/americas/a_tale_of_two_mexicos (Download full report!)


PWC (2012). “Profitable growth strategies for the Global Emerging Middle: Learning from the ‘Next 4 Billion’ markets,” January,
http://online.wsj.com/public/resources/documents/PwC.pdf


**Part 17: Rise of the Middle Class**


BCG (2012). “Unlocking Growth in the Middle: How Business Model Innovation Can Capture the Critical Middle Class in Emerging Markets,” May, 

BCG (2013e). “Redefining Brazil’s Emerging Middle Class,” July 4, 


Ernst & Young (2013). “Hitting the sweet spot: The growth of the middle class in emerging markets,”
http://www.ey.com/Publication/vwLUAssets/Hitting_the_sweet_spot/$FILE/Hitting_the_sweet_spot.pdf
Euromonitor International (2013). “Reaching the emerging middle class beyond BRICs,”
http://go.euromonitor.com/rs/euromonitorinternational/images/Reaching%20the%20Emerging%20Middle%20Classes%20Beyond%20BRIC.pdf?mkt_tok=3RkMMMJWWfF9wsRoivqzBZKXonijHfpsX+7uwpuK7a+iML/0ER3f0vrPULfGjI4CTsZiI+SfDwEYGJlv6SgFQrDAMatv0bKWhg%3D
KPMG (2012). “The rise of the middle class in Asian emerging markets,” April,
McKinsey (2012a). “Product strategies for the emerging middle class,” April,
McKinsey (2013b). “Mapping China’s middle class,” June,
http://www.mckinsey.com/insights/consumer_and_retail/mapping_chinas_middle_class


SESSION 13

Part 18: Family Business and Conglomerates


Pongelli, C., Majocchi, A., Bauweraerts, J., Sciascia, S., Caroli, M., Verbeke, A. (2023) The impact of board of directors’ characteristics on the internationalization of family SMEs, Journal of World Business, 58(2)


**Part 19: CSR and Sustainability**


