

Doctoral Seminar on International Business Theories

NTU-GSM, Fall 2007

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Goals:

This is the first course in the International Business Ph.D. program, designed to introduce students to key areas of research in International Business studies. The principal focus is on broader issues such as the determinants of Foreign Direct Investment, the intellectual property regime and the role of host government policy. We will also deal with issues of entry modes, competitive strategy and organizational structures in global companies. The course will follow a research seminar format, based on academic papers. A student project, analyzing the globalization of an industry or firm, is another major component. This exercise will aid Ph.D. students in learning about sources of data on industries, and getting a feel for independent research in IB fields.

Course Objectives:

The objectives of this course are...

- To provide the students with a broad overview of International Business research.
- To familiarize the students with the basic theoretical, conceptual, empirical, and methodological traditions in the field.
- To enable the students to develop the skills necessary to evaluate, critique, and contribute academic papers to the field.

Methods of Evaluation:

Each student will undertake or participate in the following tasks:

1. For each meeting, each student is assigned one or more readings to summarize in a two to three page report. Submit 5 individual student reports summarizing a research paper.

er, making a formal presentation and critique of the paper, and leading a 15 minute discussion on each in class. The content of the reports and the quality of the student presentations will be graded. (40 %)

2. Through the semester, students will individually research an International Business topic. A comprehensive research paper is required. You are asked to write a theory review and/or empirical research paper concerning an International Business issue treated in this course. The term paper shall be submitted by Friday Jan. 27. Term papers should not exceed 25 pages. The title for the term paper must be chosen from the titles associated with a particular class topic. All students will give a presentation on their chosen topic to the class towards the end of the semester (1-2 weeks prior to the submission of the paper). Assessment will be 20% for the presentation, and 40% for the paper.

Course Requirements:

Text: Rugman, A. and Brewer, T. (eds.) (2001) *The Oxford Handbook of International Business*, Oxford University Press: Oxford, UK.

Topic 1: Core Readings

1. Wilkins, M. (2001) 'The History of Multinational Enterprise' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 3-35.
2. Dunning, J.H. (2001) 'The Key Literature on IB Activities: 1996-2000' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 36-68.
3. Markusen, J.R. (2001) 'International Trade Theory and International Business' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 69-87
4. Buckley, P.J., and Casson, M. (2001) 'Strategic Complexity in International Business' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 88-126.
5. Hennart, J.F. (2001) 'Theories of the Multinational Enterprise' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 127-149.

6. Kogut, B. (2001) 'Methodological Contributions in International Business and the Direction of Academic Research Activity' , In Rugman, A.M., and Brewer, T.L. (ed.) *The Oxford Handbook of International Business*, Oxford University Press. PP. 785-817.

Topic 2: IB as a field of research

1. Werner, S. (2002) 'Recent developments in international management research: a review of 20 top management journals', *Journal of Management* 28(3): 277-305.
2. Peng, M.W (2004) "Identifying the big question in international business research" , *Journal of International Business Studies*, 35(2), 99 – 108.
3. Buckley, P. (2002) 'Is the international business research agenda running out of steam?', *Journal of International Business Studies* 33: 365-373.
4. Roth, K., and T. Kostova, T. (2003) 'The Use of the Multinational Corporation as a Research Context' , *Journal of Management*, December, 29(6), 883 - 902.
5. Shenkar, O. (2004) 'One more time: International business and global economy', *Journal of International Business Studies*, 35(2), 161-171

Topic 3: Globalization

1. Buckley, P.J. and Ghauri, P.N. (2004) 'Globalisation, economic geography and the strategy of multinational enterprises', *Journal of International Business Studies* 35(2): 81-98.
2. Dunning, J.H. (2006) 'Towards a new paradigm of development: implications for the determinants of international business activity', *Transnational Corporations* 15(1): 173-227.
3. Dunning, J.H., Fujita, M. and Yakova, N. (2004) 'Some macro-data on the regionalisation/globalisation debate: a comment on the Rugman/Verbeke analysis' , *Journal of International Business Studies* 35(2), 81-98.
4. Kotabe, M., Parente, R. and Murray, A.J. (2007) "Antecedents and outcomes of modular production in the Brazilian automobile industry: a grounded theory approach" , *Journal of International Business Studies*, 38 (1), 84-106.
5. Ghemawat, P. (2003a) 'Semiglobalization and international business strategy', *Journal of International Business Studies* 34(2), 138-152.
6. Xu, D. and Shenkar, O. (2002) 'Institutional distance and the multinational enterprise', *Academy of Management Review* 27(4), 608-618.

Topic 4: Foreign Direct Investment

1. UNCTAD, World Investment Report, 2006. FDI from Developing and Transition Economies: Implications for Development
2. UNCTAD, WORLD INVESTMENT REPORT 2004. The Shift Towards Services
3. Buckley, P.J., Jeremy, C.L., Adam, R.C., Xin Liu, Hinrich, V. and PingZheng (2007) “The determinants of Chinese outward foreign direct investment” , *Journal of International Business Studies*, 38 (4), 499-518.
4. Click, R.W. (2005) ‘Financial and political risks in US direct foreign investment’ , *Journal of International Business Studies* 36, 559- 575.
5. Witt, M.A. and Lewin, A.Y. (2007) ‘Outward foreign direct investment as escape response to home country institutional constraints’ , *Journal of International Business Studies* 38(4), 579- 594.
6. Sethi, D., Guisinger, D., Phelan, S.E., and Berg, D.M. (2003) “Trends in foreign direct investment flows: a theoretical and empirical analysis” , *Journal of International Business Studies*, 34(4), 315-326.

Topic 5: Multinational Corporations

1. Buckley, P. and Ghauri, P. (2004) 'Globalization, economic geography, and the strategy of multinational enterprises', *Journal of International Business Studies* 35(1) 81-98.
2. Dunning, J.H. (1988) 'The eclectic paradigm of international production: a restatement and some possible extensions', *Journal of International Business Studies* 19(1), 1-31.
3. Eden, L. and Lenway, S. (2001) 'Multinationals: the Janus face of globalization', *Journal of International Business Studies* 32(3), 383-400.
4. Luo, Y. and Tung, R. (2007)” International expansion of emerging market enterprises: A springboard perspective” , *Journal of International Business Studies* , 38 (4), 481 – 498.
5. Ramamurti, R. (2004) ‘Developing countries and MNEs: extending and enriching the research agenda’ , *Journal of International Business Studies*, 35(4), 277-283.

6. Joan Enric Ricart, J.E., Enright, M.J., Ghemawat, P., Hart, S.L. and Khanna, T. (2005) "New frontiers in international strategy", *Journal of International Business Studies*, 35(3), 175-200.

Topic 6: Internationalization

1. Jone, M.V. and Coviello, N.E. (2005) "Internationalisation: conceptualising an entrepreneurial process of behaviour in time", *Journal of International Business Studies*, 36(3), 284 – 303.
2. Alvaro Cuervo-Cazurra, Maloney, M. and Shalini Manrakhan (2007) "Causes of the difficulties in internationalization", *Journal of International Business Studies*, 38 (5), 709 – 725.
3. Mathews, J.A. and Zander, I. (2007) "The international entrepreneurial dynamics of accelerated internationalisation", *Journal of International Business Studies*, 38 (3), 387 – 403.
4. Contractor, F.J., Kundu, S.K. and Hsu, C.-C. (2003) 'A three-stage theory of international expansion: the link between multinationality and performance in the service sector', *Journal of International Business Studies* 34(1), 5-18.
5. Hurmerinta-Peltomäki, L. (2003) 'Time and internationalisation: theoretical challenges set by rapid internationalisation', *Journal of International Entrepreneurship*, 1(2), 217-236.