Meeting Time: Friday, 1-4pm; TBD.
Classroom: TBA

Overview and Objectives

This course is intended for doctoral students who have a research interest in the field of international management. We will review both the classic literature in the field of international management and the theory of the multinational enterprise, as well as some of the more modern problems and issues that are at the forefront of academic research in this field.

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, technological and strategic management).

When reading the assigned articles, you will find both good points and areas for improvement. While it is important to understand both the good and bad points of the research reported in each article, the following sets of questions should serve as a guide to your preparation of each reading:

- What questions are the authors trying to address? Are these important research questions?
- Does the paper extend existing literature? In what way?
- How is the research question approached? What is the design of the study? If empirical, is the methodology appropriate? Is the operationalization of key variables appropriate? Can you think of other ways to measure key variables?
- What assumptions are made in the paper? Are these assumptions appropriate/realistic?
- What conclusions are made in the paper? Are these conclusions appropriate given the empirical evidence? Are the conclusions important?
- Could this work be extended or refined? How?
- How does this paper relate to the other papers in the session?
Evaluation

The grade in the course will be based on the following:

1. **Term Paper (two-thirds):** You will complete a term-paper for this course, and submit it by the given deadline. Each student is encouraged to discuss the proposal for this paper with the instructor, and time permitting, with the class. This paper should contain testable propositions and a well thought-out research design. There will be no incompletes given in this course. The instructor will try to provide access to data to test the hypotheses.

2. **Class Contribution / Presentations (one-third):** The presentations and discussions should deal with the following: question or topic, received theory and literature, methods of research, data sources, tests and treatments, alternative approaches, findings and conclusions, presentation style, problems and flaws, implications for theory and meaning to managers.

An active and well-informed discussion is critical to the success of such a course. Consequently, each student will be graded on the frequency and quality of their contribution to such discussions. Each student is responsible to read all the required readings for each session. The emphasis is on the depth of understanding that is embodied in the comments, questions and answers rather than frequency alone.

Students **auditing** the course should read the articles, participate actively and lead discussions, but are exempt from the term-paper requirement.

**SUGGESTED BOOKS FOR READING:**


SESSION 1: International Management Research: Introduction


SESSION 2: Economic Approaches- Oligopolistic, Product Cycle and Eclectic Theories

Readings:


SESSION 3: Managerial Approach – Strategy and Structure

Readings:


SESSION 4: Organizational Approach- Ecology, Evolution and Process

Readings:


SESSION 5: Knowledge based Approaches – Technology Exploration and Exploitation

Readings:


Anand J. and B. Kogut, Technological capabilities of countries, firm rivalry and foreign direct investment, *Journal of International Business Studies*; Third Quarter 1997;


**SESSION 6: Strategic Management Approach - Entry Strategies**

**Readings:**


Jeffrey J Reuer; Michael J Leiblein; Downside risk implications of multinationality and international joint ventures *Academy of Management Journal*; Apr 2000;