MGMT955 : Foundations of Multinational Management

Q1 Fall, 2016. Tuesday 9:00am-12:00pm, SH-DH 2034

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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 Multinational Corporations) is an interdisciplinary field. As such, our survey of the seminal articles in the field will span a number of different theoretical and empirical approaches (i.e., economic, managerial, organizational and institutional) as well as focus on different levels of analysis (i.e., 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 (i.e., 33%) on three components

- Individual class participation;
- Weekly team-based written summaries and analyses of articles; these are intended to be used to guide class discussion and, subsequently, by students as they prepare for MM field exams; and
- An Individual final paper proposal (10-12 double spaced pages that offer at one or two empirically testable hypotheses). Students taking both this course and MGMT 960 have the option of writing a single more extended 20-25 page theoretical research paper with three or four hypotheses to satisfy the paper requirement for both courses.

Readings. As a foundational course for the field, the reading list is necessarily extensive. Note that only the six emboldened readings are required each week. The remainder are provided primarily as a reference for students taking the multinational management field exam. Each week we will discuss the six emboldened papers (i.e., ~150-200 pages). My goal is to introduce you to the seminal theoretical arguments, authors and methodological approaches that define the field of multinational management. In the “anchor” readings, we will typically focus less on the empirical contribution and more on the first order theoretical arguments which carry forward into the more recent contributions. The perspectives readings provide a useful synthesis but typically do not offer original theoretical or empirical contributions. In the more recent contributions readings, we will focus on modifications, contingencies or boundary conditions offered to the “anchor” readings and an overview of the strengths and weaknesses (i.e., opportunities) at the current methodological frontier. As many students taking the course have not yet completed their methods training, we will not excessively weight methodological critiques though given the ever-increasing importance of methodological sophistication, we will address strengths and weaknesses in both theoretical argument and empirical analysis. I hope this perspective helps define my expectations for your approach to the readings.
Participation. Regular attendance and participation are critical to this course. 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, each student will together with self-selected partner(s) write a 1-2 page summary and critical analysis for each of 2-3 of the assigned readings for that class. The pair of students will also be responsible for briefly presenting their write-up and leading a ~10 minute discussion of the readings. The sign-ups will be made one week prior to the relevant class session in Canvas. For each of the papers for which you sign-up, your written report should outline the following:

(a) a succinct statement of the research question(s) the reading seeks to address or its goal(s);
(b) an outline of the research design including an assessment of the quality of the theoretical argument and/or empirical evidence (for one set of quality standards see http://strategyresearchinitiative.wikispaces.com/High+Quality+Research)
(c) your assessment of the contribution of the reading to
   a. the extant theoretical and/or empirical literature in international business
   b. our understanding of relevant phenomena in international business;
(d) your assessment of the limitations of the reading and;
(e) your thoughts on feasible refinements or extensions to the reading and related research questions or that it prompts.

Partners should confer electronically or in person and arrive at a mutually acceptable joint submission and presentation plan (there is no need to “share” the presentation though presentations should be balanced across students over the quarter). The written reports should be posted electronically in Canvas no later than 6am on the day of class and should also be distributed in hard copy to all participants at the beginning of the class session.

Paper. You should develop a high quality research proposal (for one set of quality standards see http://strategyresearchinitiative.wikispaces.com/High+Quality+Research) examining a topic of relevance to international management (i.e., drawing upon readings from one or more weeks of the course). Given the eight week time frame of this course, you will need to begin thinking about this paper early in the course. We will discuss this paper on the first day of class. In brief, I expect you to turn in a theory section that is between 10-12 pages that would be at the level of development that if would be suitable for submission to an academic conference. I do not expect you to have any data, but I expect you to develop at least one testable prediction in these 10-12 pages. Please feel free to discuss your ideas with me whenever you are ready to do so. For students wishing to submit a longer paper for MGMT 955 & 960, the extended paper requirement should expand in length to ~20 pages with 3-4 well-developed testable hypotheses.

Policy on Auditors

Advanced students and/or visitors 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 only from assignments related to the class paper.

READING MATERIALS:

There is no bulkpack for this class. PDF versions of the required readings (emboldened) are available in H:\henisz\phd\.
Readings:

A. Anchors in the Field:


Addison-Wesley.


B. Perspectives


C. More Recent Contributions

9/6/16: Country-level

A. Anchors in the Field


B. Perspectives/Overviews


C. More Recent Contributions


TBD: Industry-level forces of Product Life Cycle & Oligopolistic Reaction

**NOTE THAT DUE TO WHARTON/INSEAD CONFERENCE & SMS & WEMBA COMMITMENTS WE WILL HAVE TO RESCHEDULE 9/13 CLASS SESSION FOR AN ALTERNATE DAY/TIME. PREFERRED OPTIONS WOULD BE 9/9 **

A. Anchors in the Field


B. More recent Contributions


Alcacer, Juan, Christian Dezso & Minyuan Zhao 2013 Firm Rivalry, Knowledge Accumulation and MNE Location Choices *Journal of International Business Studies* 44(5):504-520
TBD: Industry Level – Institutional Pressures and Fields

** NOTE THAT DUE TO WHARTON/INSEAD CONFERENCE & SMS & WEMBA COMMITMENTS WE WILL HAVE TO RESCHEDULE 9/20 CLASS SESSION FOR AN ALTERNATE DAY/TIME. PREFERRED OPTIONS WOULD BE 9/23 **

A. Anchors in the Field


B. Perspectives


C. More Recent Contributions


A. Anchors in the Field


B. Perspectives


C. More Recent Contributions


A. Anchors in the Field


B. Perspectives


Hennart, Jean-Francois and Arjen HL Slangen 2014 “Yes, We Really Do Need More Entry Mode Studies! A Commentary on Shaver *Journal of International Business Studies* Forthcoming.

C. More Recent Contributions


Guillen, Mauro. 1999. Organizational Learning and the Choice Between Wholly-Owned and Joint-Venture Foreign Manufacturing: South Korean firms and business groups in China


**Henisz, W. J. 2000.**The Institutional Environment for Multinational Investment. *Journal of Law, Economics & Organization*,16(2).


Boeh, Kevin and Paul Beamish 2012 Travel Time and the Liability of Distance in Foreign Direct Investment: Location Choice and Entry Mode 43(5):525-535.

Macchiavallo, Rocco and Josepa Miquel-Florensa 2016 Vertical Integration and Relational Contracts: Evidence from the Costa Rica Coffee Chain *Working Paper*
10/11/16: Organizational-Level: Knowledge, Resources, Capabilities

A. Anchors in the Field


B. Perspectives


C. More Recent Contributions


**Alcacer, Juan and Wilbur Chung (2007) Location Strategies and Knowledge Spillovers *Management Science* 53(5) 76-776.**


**Exequiel Hernandez, WM Gerard Sanders and Tuschke, Anja, 2016 Network Defense: Pruning, Grafting and Closing to Prevent Leakage of Strategic Knowledge to Rivals *Academy of Management Journal* Forthcoming.**
10/18/15: Organizational-Level – Process and Structure inside the MNC

A. Anchors in the Field

Aharoni, Y. (1966): The foreign investment decision process, Boston: Division of Research Graduate School of Business Administration, Harvard University.


**B. More Recent Contributions**


Berry, H., 2009. The Strategies and Structures of Multinational Corporations, working paper


