

**Doctoral Seminar on**  
**International Management Theory and**  
**Research – Business 9703a**

**September to December 2023**

Professor Paul Beamish  
**Monday: 9:00 a.m. – 12:00 p.m.**  
Room 2316

**SYLLABUS**

---

**OBJECTIVES**

This course examines the theoretical evolution and scope of international management theory and research - both as a distinct field of inquiry and as an interdisciplinary resource. The course builds upon concepts first presented in the Seminar in Research Methodology and the Foundations of Management course, and supplements the various functional level Special Fields offerings.

The course is organized into two, overlapping areas. The first part of the course explores the various underlying theories used to understand international business - including their assumptions and limitations. The second part examines some of the unique research methodology issues present in international studies.

The course evaluation has been designed to accommodate, and benefit from, the different functional orientations of the doctoral candidates participating in the course. Both teaching and research related contributions are required.

As with most doctoral level seminars, the teaching approach used will be discussional, based in part on required reading of up to 100 pages per class.

---

## **PLAGIARISM / ACADEMIC INTEGRITY**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_grad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf)

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

## **HEALTH AND WELLNESS**

As part of a successful graduate student experience at Western, we encourage students to make their health and wellness a priority. Western provides several on campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your graduate degree. For example, to support physical activity, all students, as part of their registration, receive membership in Western's Campus Recreation Centre. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page <http://www.music.uwo.ca>, and our own McIntosh Gallery <http://www.mcintoshgallery.ca>. Information regarding health- and wellness-related services available to students may be found at <http://www.health.uwo.ca>.

Students seeking help regarding mental health concerns are advised to speak to someone they feel comfortable confiding in, such as their faculty supervisor, their program director (graduate chair), or other relevant administrators in their unit. Campus mental health resources may be found at [http://www.health.uwo.ca/mental\\_health/resources.html](http://www.health.uwo.ca/mental_health/resources.html).

To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: [http://uwo.ca/health/mental\\_wellbeing/education/module.html](http://uwo.ca/health/mental_wellbeing/education/module.html). This module is 30 minutes in length and provides participants with a basic understanding of mental health issues and of available campus and community resources. Topics include stress, anxiety, depression, suicide and eating disorders. After successful completion of the module, participants receive a certificate confirming their participation.

**BUSINESS 9703a – COURSE SCHEDULE OVERVIEW – Fall 2023**

	<u>Session</u>	<b>THE UNDERLYING THEORY</b>
<b>Mon. Sep. 11</b>	1	Institutional Context of the Course
<b>Mon. Sep. 18</b>	2	Historical Context and Definitions
<b>Mon. Sep. 25</b>	3	Coming to Grips with What is International Business
<b>Mon. Oct. 2</b>	4	Economic Theories: Their Assumptions and Limitations
<b>Mon. Oct. 16</b>	5	Behavioural Theories: Their Assumptions and Limitations
<b>Mon. Oct. 23</b>	6	Political Theories: Their Assumptions and Limitations
<b>Mon. Oct. 30</b>	7	Networks, Joint Ventures and Alliances
<b>Mon. Nov. 6</b>	8	Internationalization, Multinationality, Geographic Diversification
		<b>METHODOLOGY ISSUES</b>
<b>Mon. Nov. 13</b>	9	<ul style="list-style-type: none"> <li>• Conducting International Field Research</li> <li>• Analyzing Award Winning International Doctoral Dissertations</li> </ul>
<b>Thurs. Nov. 20</b>	10	<ul style="list-style-type: none"> <li>• Cross National Research Teams/International Interdisciplinary Research</li> <li>• Conducting Large Sample International Research. (Those of you using the Toyo Keizai data set should be prepared to talk about your experience.)</li> <li>• Future Research Prospects</li> </ul>
<b>Thurs. Nov. 27</b>	11	<ul style="list-style-type: none"> <li>• The Journal Review Process</li> <li>• Publishing Strategies for International Research</li> <li>• Pre-Submission Checklists</li> </ul>
<b>Thurs. Dec. 4</b>	12	Functional Area Perspectives and Presentations on International Heritage

**EVALUATION** (each for 33.3% of grade)

**(1) In-class participation.** You are expected to contribute to our discussion on a regular basis.

**(2) Write an international business oriented paper. Do A, or B.**

**(A) International Research: Empirical Contributions**

Write a Research Note (maximum 18 double spaced pages), or Article (maximum 30 double spaced pages), suitable for submission to a conference using one of the databases we are making available to you. These databases deal with (A) Japanese Foreign Direct Investment (FDI) on a global basis (hereafter known as the Toyo Keizai TK data), (B) SDC Platinum JV and Alliance database (C) The Hassle Factor dataset. There are conditions of use attached to these datasets. Use of other international data sets is also quite acceptable, but please discuss with me first.

**OR**

**(B) International Research: Replication**

Take an existing research questionnaire (developed either by a current Ivey faculty member or past Ivey doctoral) and with their agreement (and perhaps assistance) arrange for it to be administered in another country. You may have to translate it. Draft a short paper (under 20 pages double spaced) which highlights how the preliminary results compare with the findings in the original study, and why differences were observed.

All papers are due by the start of our second last class. (While we expect that some of these papers will be eventually publishable, they should not be submitted anywhere until after you have received feedback.)

**(3) The Internationalization of the MBA/HBA program** Do either (A),(B), or (C).

(A) Develop a course outline for a full international elective (20 sessions) or 'mini' elective (10 sessions) in your functional area which is not already being offered at Ivey.

(B) Develop a strategy for the introduction of an Ivey case course to a non-English language, industrialized market.

(C) Develop a list of the 10 most appropriate already published Ivey cases for use in an I.B. or other course within any emerging market. If you select a country within the 39 Countries Initiative, your final list will be posted on the 39 Countries Initiative website. Provide a rationale for the cases selected.

**ASSIGNMENT FOR CLASS #1: MONDAY, SEPTEMBER 11, 2023**

**INSTITUTIONAL CONTEXT OF THE COURSE**

**Readings** (for background on some of Ivey's international activities).

Go to <https://www.ivey.uwo.ca/internationalbusiness/> and review the various elements of the International Business Institute website.

Ivey Teaching Materials Directory. Skim. Review the description/abstracts of those international cases from your area of interest. This database is on-line at <https://www.iveycases.com>

Verbeke, A., Calma, A. Footnotes on *JIBS* 1970–2016. *J Int Bus Stud* **48**, 1037–1044 (2017). <https://doi.org/10.1057/s41267-017-0127-3>

Amdam, R.P., Benito, G.R.G. & Grøgaard, B. (2023). *The untold story: Teaching cases and the rise of international business as a new academic field*. *Journal of International Business Studies*. <https://link.springer.com/article/10.1057/s41267-023-00609-y>

Go to <https://www.ivey.uwo.ca/research/publications/>. Click on Research Output Search. Under Publication Search Criteria, check boxes 'Articles', 'Refereed', 'Non-Refereed'. Do a key word search using "international", "global", "multinational", etc...

Japanese Foreign Direct Investment: A Bibliography of Japanese Foreign Direct Investment Publications using data from Toyo Keizai's Kaigai Shinshutsu Kigyō Souran (Japanese Overseas Investment) by Ivey Faculty, Ph.D. Program Graduates and Candidates.  
– Posted in Learn

2-page table: Papers Re Characteristics and Performance of JVs and JFDI  
– Posted in Learn

Selecting the Appropriate Institutional Internationalization Initiatives  
– Posted in Learn

**Questions**

Based on the above readings, how international is Ivey relative to other leading business schools in terms of student body, faculty composition and writings. How does reality compare with reputation?

In which direction(s) should Ivey be proceeding with respect to internationalization? How much focus on internationalization is appropriate?

### **Optional Assignment**

Using Google Scholar (<http://scholar.google.ca/>), do an analysis of the number of publications for several faculty members of your choice, the number of citations of their work, and the proportion of their articles and citations which are international in nature. As noted earlier, a list of all faculty refereed articles is available at <https://www.ivey.uwo.ca/research/publications/>, then click on Refereed Abstract Search. In addition, most faculty CV's are on reserve in the library and biographical information is currently available through the web at: <http://www.ivey.uwo.ca/faculty/>.

**ASSIGNMENT FOR CLASS #2: MONDAY, SEPTEMBER 18, 2023**

**HISTORICAL CONTEXT AND DEFINITIONS**

**Reading**

Jones, G., & Lopes, T. D. S. (2020). 'International Business History and the strategy of multinational enterprises: How History Matters', in Kamel Mellahi and others (eds), *The Oxford Handbook of International Business Strategy*, Oxford Handbooks (2020).

Liesch, P. W., Håkanson, L., McGaughey, S. L., Middleton, S., & Cretchley, J. (2011). The evolution of the international business field: A scientometric investigation of articles published in its premier journal. *Scientometrics*, 88(1), 17-42.

**Question**

These papers comprehensively discuss the evolution of the IB field. Is IB history solely a context, or does it actually matter?

**Reading**

Aguinis, H., Gabriel, K.P. (2022). International business studies: Are we really so uniquely complex? *Journal of International Business Studies*, 53, 2023–2036

Casson, M., Li, Y. (2022). Complexity in international business: The implications for theory. *Journal of International Business Studies*, 53, 2037–2049

**Questions**

Is IB different from other disciplines, such as organizational behaviour, strategic management, and entrepreneurship? Is it uniquely complex?

“Is academic thought and teaching again lagging reality?”

How important is a unifying paradigm to international business as an academic discipline?

How important is it to achieve a role in influencing government policymaking?

**Reading**

Vernon, Raymond. 1994. “Contributing to an International Business Curriculum: An Approach from the Flank”, *JIBS*, 25(2): 215-227.

**Question**

What is your assessment of the future of I.B. education?

**Reading**

Hodgson, Glen. 2004. “Trade in Evolution: The Emergence of Integrative Trade”, *EDC Economics*, March: 1-5.

**Reading**

Bartlett, C.A. and Paul W. Beamish, 2018, PowerPoint slides to accompany *Transnational Management: Text and Cases in Cross-Border Management*, 8/E  
– Posted in Learn.

**ASSIGNMENT FOR CLASS #3: MONDAY, SEPTEMBER 25, 2023**

**PART I: COMING TO GRIPS WITH WHAT IS INTERNATIONAL BUSINESS**

**Assignment**

Bring to class a brief (one- two page) statement of what you consider would be a “workable” and “acceptable” framework for conceptualizing the field of international business. (This should include: (1) the domain of international business, and (2) the phenomena and relationships to be investigated.) We will use these frameworks to attempt to define the overarching domain of international business inquiry (scope), its sub-parts (topics), its legitimacy, and its central and secondary perspectives. This review and the conclusions we reach are tentative. They will change as we develop our theme during the remainder of the semester.

**Readings**

Santangelo, G.D., Verbeke, A. (2022). Actionable guidelines to improve ‘theory-related contributions to international business research *Journal of International Business Studies*, 53, 1843–1855.

Meyer, K.E., Li, J., Brouthers, K.D. (2023). International business in the digital age: Global strategies in a world of national institutions. *Journal of International Business Studies*, 54, 577–598.

Gilpin, J.M. 1988. “Three Ideologies of Political Economy”, *The Political Economy of International Relations*, Ballinger, Chapter 2: 25-64.

**Questions**

Which countries best reflect the ideologies of liberalism, nationalism and Marxism?

Prices for many basic goods were increased 5-fold in January 1992 in the former USSR. This new market-oriented liberal perspective had been advocated by American economists serving as advisors. What are the implications for the people of the ex-USSR of such a fundamental ideological shift?

**Reading**

Mahathir, Mohamad, 2000, “It’s Not the Economy Stupid, It’s the Society”, *South Review*, April 1.

**Question**

What could you say in a 5-minute critique of this view?

**Reading**

Ghemawat, Pankaj, 2007, “Why the World Isn’t Flat”, *Foreign Policy*, March/April, pg. 54-60.

**Question**

So who is right: Friedman or Ghemawat?

**PART II: THE DOMINATION OF ECONOMIC LIBERALISM: THE START**



### Readings

Narula, R., Asmussen, C. G., Chi, T., & Kundu, S. K. (2019). Applying and advancing internalization theory: The multinational enterprise in the twenty-first century. *Journal of International Business Studies*, 50, 1231 – 1252.

Hennart, J.-F., & Verbeke, A. (2022). Actionable and enduring implications of Oliver Williamson's transaction cost theory. *Journal of International Business Studies*, 31, 1557 – 1575.

Beamish, P. W., & Chakravarty, D. (2021). Using the Resource-Based View in Multinational Enterprise Research. *Journal of Management*, 47(7), 1861-1877.  
<https://doi.org/10.1177/0149206321995575>

### Questions

How have Coase's observations held up? What are the implications for any theory of the multinational firm?

At what point does the corporation become so large that its internal dealings begin to resemble those within the open market it replaced?

Why have large corporations consciously moved towards an international perspective much faster than governments?

**ASSIGNMENT FOR CLASS #4: MONDAY, OCTOBER 2, 2023**

**ECONOMIC THEORIES: THEIR ASSUMPTIONS AND LIMITATIONS**

**PART I: THE DOMINATION OF ECONOMIC LIBERALISM: THE MIDDLE GROUND (VERNON)**

**Reading**

Vernon, R. 1979. "The Product Cycle Hypothesis in a New International Environment", *OBES*, p.255-267.

**Questions**

- (1) "...the innovations of firms headquartered in some given market tend to reflect the characteristics of that market" (p. 256). Does this statement apply to Canada?
- (2) What, if anything, does Vernon's Product Cycle hypothesis have to say about the migration of jobs from north to south within North America? and then to China? and then to ...?

**Reading**

Johanson, Jan and Jan-Erik Vahlne. 2009. "The Uppsala Internationalization Process Model Revisited: From Liability of Foreignness to Liability of Outsidership", *JIBS*, 40(9): 1411-1431.

**Question**

- (3) What are the essential similarities and differences between the "product cycle hypothesis" and the Uppsala "internationalization process model"?

**PART II: THE DOMINATION OF ECONOMIC LIBERALISM: LATER DEVELOPMENTS (DUNNING)**

**Readings**

Wagner, C. (2020). Deducing a state-of-the-art presentation of the Eclectic Paradigm from four decades of development: a systematic literature review. *Management Review Quarterly*, 70, 51 – 96.

Hult, G. T. M., Gonzalez-Perez, M. A., & Lagerstrom, K. (2020). The theoretical evolution and use of the Uppsala Model of internationalization in the international business ecosystem. *Journal of International Business Studies*, 51, 38 – 49.

Lu, J. W., Ma, H., & Xie, X. (2022). Foreignness research in international business: Major streams and future directions. *Journal of International Business Studies*, 53, 449 – 490.

**Question**

- (4) From your functional perspective, how useful is each perspective?

**ASSIGNMENT FOR CLASS #5: MONDAY, OCTOBER 16, 2023**

## **BEHAVIORAL THEORIES: THEIR ASSUMPTIONS AND LIMITATIONS**

### **PART I**

#### **Reading**

Surdu, I., Greve, H. R., & Benito, G. R. G. (2021). Back to basics: Behavioral theory and internationalization. *Journal of International Business Studies*, 52, 1047 – 1068.

Schotter, Andreas and Paul W. Beamish. 2013. “The Hassle Factor: An Explanation for Managerial Location Shunning”, *JIBS*, 44(5): 521-544.

#### **Question**

What happened to the manager in International Business research?

### **PART II**

#### **Reading**

Kirkman, B., Lowe, K. & Gibson, C. (2006). A quarter century of *Culture's Consequences*: a review of empirical research incorporating Hofstede's cultural values framework. *Journal of International Business Studies*, 37, 285–320.

Beugelsdijk, S., Kostova, T., & Roth, K. (2017). An overview of Hofstede-inspired country-level cultural research in IB since 2006. *Journal of International Business Studies*, 48, 30 – 47.

#### **Questions**

How much progress has been observed in moving away from ethnocentric management theories?

Do national cultures change over time?

Which, if any, of Hofstede's conclusions or interpretations would you challenge?

#### **Reading**

Adler, Nancy. 1983. “A Typology of Management Studies Involving Culture”, *JIBS*, Fall: 29-47.

#### **Question**

What are the relative costs of conducting cross-cultural research for each of the six approaches outlined?

#### **Reading**

Makino, S., T. Isobe and C.M. Chan, 2004, “Does Country Matter?”, *Strategic Management Journal*, 25(10): 1027-1043.

#### **Question**

What is the difference between “country effects” and “cultural effects”?

**ASSIGNMENT FOR CLASS #6: MONDAY, OCTOBER 23, 2023**

## **POLITICAL THEORIES: THEIR ASSUMPTIONS AND LIMITATIONS**

### **Readings**

Saittakari, I., Ritvala, T., Piekkari, R., Kahari, P., Moisio, S., Hanell, T., & Beugelsdijk, S. (2023). A review of location, politics, and the multinational corporation: Bringing political geography into international business. *Journal of International Business Studies* 54, 969–995.

De Villa, Maria A. (2020). 'Political Strategies of subsidiaries of multinational Enterprises', in Kamel Mellahi and others (eds), *The Oxford Handbook of International Business Strategy*.

Witt, A. M., Lewin, Y. A., Li, P.P. & Gaur, A (2023). Decoupling in international business: Evidence, drivers, impact, and implications for IB research. *Journal of World Business*, 58(1), 101399.

Lukoianove, T., Agarwal, J., Osiyevskyy, O. (2022). Modeling a country's political environment using dynamic factor analysis (DFA): A new methodology for IB research, *Journal of World Business*, 57(5), 101313.

### **Questions**

How does Political Geography inform I.B.?

Which political strategy is most likely to be used by MNE subsidiaries?

Is de-globalization a temporary stage, or the new reality?

Is DFA a useful methodology for I.B. scholars?

### **Reading**

Moran, Theodore H. 1985. "Multinational Corporations and the Developing Countries: An Analytical Overview", *Multinational Corporations: The Political Economy of Foreign Direct Investment*, Lexington Books, Chapter 1.

### **Question**

What are the implications of dependencia (p.15) and the "obsolescing bargain" for any theory of the multinational enterprise?

### **Supplementary Readings**

See *Journal of International Business Policy* for additional articles.

**ASSIGNMENT FOR CLASS #7: MONDAY, OCTOBER 30, 2023**

**NETWORKS**

**Reading**

Cuyppers, I. R. P., Erug, G., Cantwell, J., Zaheer, A., & Kilduff, M. (2020). Making connections: Social networks in international business. *Journal of International Business Studies*, 51, 714 – 736.

**Question**

Identify the strengths and weaknesses of networks.

**JOINT VENTURES AND ALLIANCES**

**Reading**

Buckley, P.J. and M. Casson. 1996. "An Economic Model of International Joint Venture Strategy", *Journal of International Business Studies*, Special Issue, 27(5): 849-876.

**Question**

Compare and contrast Buckley and Casson's concept of cooperation with the network approach.

**Reading**

Beamish, Paul W. and J.C. Banks. 1987. "Equity Joint Ventures and the Theory of the Multinational Enterprise", *JIBS*, 18(2): 1-16.

OR

Inkpen, Andrew and Paul W. Beamish. 1997. "Knowledge, Bargaining Power and the Instability of International Joint Ventures", *Academy of Management Review*, 22(1): 177-202.

**Questions**

The first paper received the 1997 *JIBS* Decade Award. Why?

The second paper is among the most cited articles from *AMR* in 1997. Why?

**Presentation**

Programmatic Doctoral Research: The Ivey Alliance Stream

**Reading**

Joint Ventures and Alliances: A Bibliography of International Joint Venture and Alliance – Related Publications by Ivey PhD Program Graduates and Candidates.

- posted in Learn

**Optional**

Beamish, P.W., Lupton, N.C., 2016, "Cooperative strategies in international business and management: Reflections on the past 50 years and future directions", *Journal of World Business*, 51(1): 163-175.

Nippa, M., and Reuer, J.J., 2019, "On the future of international joint venture research", *Journal of International Business Studies*, 50(4): 555-597.

**ASSIGNMENT FOR CLASS #8: MONDAY, NOVEMBER 6, 2023**

**INTERNATIONALIZATION, MULTINATIONALITY, GEOGRAPHIC DIVERSIFICATION**

**Readings**

Arregle, J. L., Miller, T. L., Hitt, M. A., & Beamish, P. W. (2016), "How does regional institutional complexity affect MNE internationalization?" *Journal of International Business Studies*, 47, 697 – 722.

Santangelo, G.D., Stucchi, T. (2018). Internationalization through exaptation: The role of domestic geographical dispersion in the internationalization process. *Journal of International Business Studies*, 49, 753–760.

**Questions**

What is the difference between internationalization, multinationality and geographic diversification?

How important are supranational regional institutions in explaining firm internationalization?

**Readings**

Lu, Jane and Paul W. Beamish. 2001. "Internationalization and Performance of SMEs" *Strategic Management Journal*, 22(June/July): 565-586.

Doz, Y.L. and C.K. Prahalad. 1991. "Managing DMNCs: A Search for a New Paradigm", *Strategic Management Journal*, 12(Special Issue): 145-164.

**Question**

What are the major differences between international SMEs and the diversified MNCs which Doz and Prahalad focus on?

**Reading**

Kogut, Bruce. 1991. "Country Capabilities and the Permeability of Borders", *Strategic Management Journal*, 12(Special Issue): 33-47.

**Questions**

"The study of international competition is, in large part, the study of comparative management and societal institutions among countries", (p.44).

In contrast to this statement, in The Competitive Advantage of Nations, Porter argues that it is the existence of intense levels of competition which ultimately determines a country's prosperity. (See the five Figures from his book.)

Figure 3-5 The Complete System; Figure 4-1 Influences on Factor Creation; Figure 4-2; Influences on Home Demand Conditions; Figure 4-3 Influences on the Development of Related and Supporting Industries; Figure 4-4 Influences on Domestic Rivalry  
-Posted in Learn

What do each of these views suggest to (Canadian) public policy makers in order to ensure economic prosperity?

**ASSIGNMENT FOR CLASS #9: MONDAY, NOVEMBER 13, 2023**

During this session we are going to examine the research methodologies adopted by some of the many Ivey finalists and winners in the Academy of International Business Doctoral Dissertation Competitions and Academy of Management Dissertation Award in International Management. As well, we will examine how to conduct international field research.

### Reading

Thesis abstracts for Inkpen, Delios, Dhanaraj, Chung, Kistruck, Sartor and Hasse.

### Questions

What are the strengths and weaknesses of the methodologies used by each?

What change, if any, would have most improved the confidence we could place in their findings?

### Readings

Nielsen, B.B., Welch, C., Chidlow, A., Miller, S. R., Aguzzoli, R., Gardner, E., Karafyllia, M., & Pegoraro, D. (2020). Fifty years of methodological trends in *JIBS*: Why future IB research needs more triangulation. *Journal of International Business Studies*, 51, 1478–1499.

Eden, L., Nielsen, B.B. (2020). Research methods in international business: The challenge of complexity. *Journal of International Business Studies*, 51, 1609–1620.

Birkenshaw, J., M. Y. Brannen, and R. L. Tung. 2011. "From a distance and generalizable to up close and grounded: Reclaiming a place for qualitative methods in international business", *Journal of International Business Studies*, 42: 573-581.

### Question

Which of these three articles do you find most useful? Why?

### Reading

Wright, Lorna L., Henry W. Lane, and Paul W. Beamish. 1988. "International Management Research: Lessons from the Field", *International Studies of Management and Organization*, XVIII(3): 55-71.

### Question

Which of the eight problems associated with international field research presents the greatest difficulty? Are there other problems which should have also been discussed in this article? Are these problems still relevant 35 years after they were identified?

### Reading

International Alliances-Related Doctoral Dissertations at Ivey. Summary will be distributed.



**ASSIGNMENT FOR CLASS #10: MONDAY, NOVEMBER 20, 2023****I. CROSS NATIONAL RESEARCH TEAMS/INTERNATIONAL INTERDISCIPLINARY RESEARCH****Readings**

Shenkar, O. (2021). Using interdisciplinary lenses to enrich the treatment of culture in international business. *International Business Review*, 30 (2), 101799.

Chabowski, B. R., Samiee, S., & Hult, G. T. (2017). Cross-national research and international business: An interdisciplinary path. *International Business Review*, 16 (1), 89 – 101.

Cheng, J., Birkinshaw, J., Lessard, D., & Thomas, D. C. (2014). Advancing interdisciplinary research: Insights from the *JIBS* special issue. *Journal of International Business Studies*, 45, 643–648.

**Questions**

What do these articles imply for the future of international interdisciplinary research? What challenges likely existed in organizing the data collection for Porter's "Competitive Advantage of Nations"? Is there a preferred career stage when a faculty member should engage in international interdisciplinary research?

**II. CONDUCTING LARGE SAMPLE INTERNATIONAL RESEARCH****Reading**

Sartor, Michael A. 2013. "Organizing and Executing a Longitudinally Based Research Program" in M. Hasset and E. Mantymaki (eds) *Handbook of Longitudinal Research Methods in Organization and Business Studies*, p.318-350.

-Posted in Learn

For this section of class we will discuss the pros and cons of conducting large sample international research, using both proprietary and publicly available data, that is collected on both a one-time and on-going basis.

**Large Sample International Data Bases**

	From Proprietary Data Collection	From Publicly Available Data
One Time Data Collection	i.e. see Hofstede article (previously assigned)	i.e. see Stopford, Dunning and Haberich, <u><a href="#">The World Directory of Multinational Enterprises</a></u> (in library)
On-Going Data Collection	i.e. Harvard Multinational Enterprise Project (see attached reading)	i.e. see Toyo Keizai (see JFDI publications list)

### III. FUTURE RESEARCH PROSPECTS

#### Reading

Beamish, Paul & Hasse, Vanessa. 2022. "The Importance of Rare Events and Other Outliers in Global Strategy Research. *Global Strategy Journal*. 12(4): 697-713. Open Access.

#### Question

Which opportunities exist for research on Outliers?

#### Readings

Arikan, I., Shenkar, O. (2022). Neglected elements: What we should cover *more* of in international business research. *Journal of International Business Studies*, 53, 1484–1507.

Grøgaard, B., Sartor, M.A. & Rademaker, L. (2022). What merits greater scholarly attention in international business? *Journal of International Business Studies*, 53, 1508–1518.

#### Question

What are the future prospects for International Business research? Which principles from the readings do you find most useful?

**ASSIGNMENT FOR CLASS #11: MONDAY, NOVEMBER 27, 2023**

**(1) THE JOURNAL REVIEW PROCESS**

Presentations will be forwarded to you on the Journal review process (*JIBS*) and Reducing Your Rejection Rate.

“Publishing International Business Research: What Does It Take? The View from the Editor’s Chair”. Lorraine Eden, *JIBS*, Editor-in-Chief, ANPAD Presentation, San Paulo, Brazil, September 21-22, 2009.

-Posted in Learn

**(2) PUBLISHING INTERNATIONAL RESEARCH**

For this section of class, we will look at strategies for publishing international research from both personal perspectives and Promotion and Tenure Committee perspectives. We will discuss this subject in terms of outlets, volume, orientation, focus, co-authors and timing. Please familiarize yourself with the publications noted in my CV which was distributed at the beginning of term. We will review the strengths and weaknesses of the publishing strategy contained therein.

**Reading**

Pierce, Barbara and Garnet Garven. 1995. “Publishing International Business Research: A Survey of Leading Journals”, *Journal of International Business Studies*, 26(1): 69-89. (from earlier in course)

**Reading**

Reviewer Guidelines for the International Management Division, January 2004.

**(3) PRE-SUBMISSION CHECKLISTS**

Several lists of writing tips will be provided

**(4) PUBLISHING FOR PRACTITIONER IMPACT**

**Reading**

Bapuji, Hari and Paul W. Beamish, 2019, “Impacting Practice through IB Scholarship: Toy Recalls and the Product Safety Crisis”, *Journal of International Business Studies*, 54(5): 100999, (doi.org/10.1057/s41267-019-00247-3).

**ASSIGNMENT FOR CLASS #12: MONDAY, DECEMBER 4, 2023**

**FUNCTIONAL AREA PERSPECTIVES AND PRESENTATIONS ON INTERNATIONAL  
HERITAGE**