

Doctoral Seminar on
International Management Theory and
Research – Business 9703b

January to April 2018

Professor Paul Beamish
Wednesday: 1:00 p.m. – 4:00 p.m.
Room 3102

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

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.

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. 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 – Winter 2018

	<u>Session</u>	THE UNDERLYING THEORY
Wed. Jan. 10	1	Institutional Context of the Course
Wed. Jan. 17	2	Historical Context and Definitions
Wed. Jan. 24	3	Coming to Grips With What is International Business
Wed. Jan. 31	4	Economic Theories: Their Assumptions and Limitations
Wed. Feb. 7	5	Behavioural Theories: Their Assumptions and Limitations
Wed. Feb. 14	6	Political Theories: Their Assumptions and Limitations
Wed. Feb, 21		No Class
Wed. Feb. 28	7	Networks, Joint Ventures and Alliances
Wed. March 7	8	Internationalization, Multinationality, Geographic Diversification
		METHODOLOGY ISSUES
Wed. March 14	9	<ul style="list-style-type: none"> • Conducting International Field Research • Analyzing Award Winning International Doctoral Dissertations
Wed. March 21	10	<ul style="list-style-type: none"> • Cross National Research Teams/International Interdisciplinary Research • Conducting Large Sample International Research. (Those of you using the Toyo Keizai data set should be prepared to talk about your experience.) • Future Research Prospects
Wed. March 28	11	<ul style="list-style-type: none"> • The Journal Review Process • Publishing Strategies for International Research • Pre-Submission Checklists
Wed. April 4	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),(C) or (D) below. This portion of your overall grade will be determined in consultation with the relevant discipline area faculty.

A) Ivey Publishing has on their website (<https://www.iveycases.com>) a system called Case Mate whereby for certain textbooks they tell you which Ivey cases might be suitable for use with the chapters in that book. For any business textbook of your choosing but preferably from within your functional area (which was **not** published in Canada and for which a Case Mate does not already exist), select at least one (for books with over 20 chapters) or two Ivey cases per chapter which would be a suitable fit. In the past Ivey Publishing has had a stock of books requiring case mates. It can be reached at cases@ivey.uwo.ca.

(B) Each student is required to provide a teaching package (lecture and/or case material) to his/her area group for internationalizing at least two classes in an MBA/HBA elective or required course of your choosing. This package must identify the class sessions to be replaced, the new material to be used, the theory-based rationale for the new sessions and the fit with overall course design. You are **not** expected to write a case or personally develop a new lecture for this! Before finalizing case selection you

should verify with Ivey Publishing, that said case(s) are not already being used elsewhere in the same program.

- (C) Develop a course outline for a full international elective (20 sessions) or 'mini' elective (10 sessions) in your functional area.
- (D) Develop a strategy for the introduction of an Ivey case course to a non-English language, industrialized market.
- (E) Write a teaching note for any "international" case registered in the current collection at Ivey from 2014 or earlier which does not already have one.

Note: Most students select 2A and 3A.

ASSIGNMENT FOR CLASS #1: WEDNESDAY, JANUARY 10, 2018

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. You should review carefully however the description/abstracts of those international cases from your area of interest. This database is on-line at <https://www.iveycases.com>

Trevino, Len J. et al. 2010. "A Perspective on the State of the Field: International Business Publications in the Elite Journals as a Measure of Institutional and Faculty Productivity", *International Business Review*, 19(4): 378-387.

– Inspection copy available at

http://www.elsevier.com/wps/find/journaldescription.cws_home/133/description

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: WEDNESDAY, JANUARY 17, 2018

HISTORICAL CONTEXT AND DEFINITIONS

Reading

Robinson, Richard D. 1981. "Background Concepts and Philosophy of International Business from World War II to the Present", *JIBS*, Spring/Summer: 13-21.

Questions

Has 'the fracturing of the nation state' (p.16) occurred?

Has the original form of multinational enterprise (p.17) exited? Is the trading company the MNE of the future?

"Is academic thought and teaching again lagging reality?"

Reading

Hawkins, Robert G. 1984. "International Business in Academia: The State of the Field", *JIBS*, Winter: 13-18.

Questions

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

Wilkins, Mira. 1986. "Defining a Firm: History and Theory," *Multinationals: Theory and History*, Gower, Chapter 5: 80-95.

Question

The author does "not find a continuum between the firm and market" (p.92). If not a continuum, what?

Reading

Markusen, James R. 1998. "Incorporating the Multinational Enterprise into the Theory of International Trade" in R. Mudambi and M. Ricketts (eds) *The Organization of the Firm*, Routledge, New York, p.79-98.

Question

Why have the two literatures developed separately?

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, 2014, PowerPoint slides to accompany *Transnational Management: Text, Cases, and Readings in Cross-Border Management, 7/E*
– Posted in Learn.

ASSIGNMENT FOR CLASS #3: WEDNESDAY, JANUARY 24, 2018

PART I: COMING TO GRIPS WITH WHAT IS INTERNATIONAL BUSINESS

Reading

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?

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. A possible reading to consider as you prepare this is: Toyne, B. 1989. International Exchange: A Foundation for Theory Building in International Business, *JIBS*, Spring: 1-17.

Reading

Lenway, Stephanie Ann and Thomas P. Murtha. 1994. "The State as Strategist in International Business Research", *JIBS*, 25(3): 513-535.

Question

Which attribute dimensions will have the greatest impact on MNE operations?

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

Reading

Coase, R.H. 1937. "The Nature of the Firm", *Economica*, November: 386-405.

Question

How have Coase's observations held up after 79 years? What are the implications for any theory of the multinational firm?

Reading

Hymer, S.H. 1970. "The Efficiency (Contradictions) of Multinational Corporations", *The Multinational Corporation: A Radical Approach*; Papers by S.H. Hymer; : 41-53.

Questions

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? (p.44)

The worst potential abuses of domestic seller concentration have been reduced over the past few decades by permitting international competition. What solution will be required in the future?

How have Hymer's thesis observations stood the test of time?

ASSIGNMENT FOR CLASS #4: WEDNESDAY, JANUARY 31, 2018

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: MORE RECENT DEVELOPMENTS (DUNNING)

Reading

Dunning, J.H. 1995. "Reappraising the Eclectic Paradigm in an Age of Alliance Capitalism", *JIBS*, 26(3): 461-491.

Dunning, J.H. 1998. "Location and the Multinational Enterprise: A Neglected Factor?", *JIBS*, 29(1):45-66

FYI, for details regarding a special journal issue re OLI, see <http://www.emeraldinsight.com/journals.htm?issn=1525-383X&volume=18&issue=2&PHPSESSID=1slclv39hrur9a6igmccr9dig4>

Question

- (4) From your functional perspective, how useful is the eclectic paradigm?

Supplementary Readings (OPTIONAL)

Boddewyn, J.J., M.B. Halbrick and A.C. Perry, 1986. "Service Multinationals: Conceptualization, Measurement and Theory", *JIBS*, 17(3): 41-57.

Flowers, E.B. 1976. "Oligopolistic Reactions in European and Canadian Direct Investment in the United States: An Ex-post Empirical Analysis", *JIBS*, 7(2): 43-55.

For a good summary of the foundational IB theories to help you gain a better grounding for the empirical studies you may undertake, see:

Buckley, P.J. and F. De Beule. 2005. "The Research Agenda in International Business: Back to the Future". In Cuyvers and De Beule (Eds.) *Transnational Corporations and Economic Development*. Basingstoke, UK: Palgrave Macmillan.

N.F. Richter, 2014. "Information Costs in International Business". *Management International Review*, 54(2): 171-194
- one page summary posted in Learn

ASSIGNMENT FOR CLASS #5: WEDNESDAY, FEBRUARY 7, 2018

BEHAVIORAL THEORIES: THEIR ASSUMPTIONS AND LIMITATIONS

PART I

Reading

Aharoni, Yair, Laszlo Tihanyi and Brian Connelly. 2011. "Managerial Decision-Making in International Business: A Forty-Five-Year Retrospective", *Journal of World Business*, 46(2): 135-142.

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

Hofstede, Geert. 1994. "The Business of International Business is Culture", *International Business Review*, 3(1): 1-14.

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"?

Supplementary Readings (OPTIONAL)

Redding, S. Gordon. 1994. "Comparative Management Theory: Jungle, Zoo or Fossil Bed?", *Organization Studies*, 15(3): 323-359. **(SKIM)**

Kogut, Bruce and Udo Zander. 1993. "Knowledge of the Firm and the Evolutionary Theory of the Multinational Enterprise", *JIBS*, 24(4): 625-645.

ASSIGNMENT FOR CLASS #6: WEDNESDAY, FEBRUARY 14, 2018

POLITICAL THEORIES: THEIR ASSUMPTIONS AND LIMITATIONS

Reading

Boddewyn, J.J. 1988. "Political Aspects of MNE Theory", *JIBS*, Fall: 341-363.

Questions

Why is this paper misidentified?

Various authors, including Boddewyn, have suggested that the dominant economic models of the MNE are incomplete. Is a comprehensive model of the MNE -- one which incorporates culture (Adler), "political" behaviour, etc., - possible?

Reading

Grosse, Robert and Jack N. Behrman. 1992. "Theory in International Business", *Transnational Corporations*, 1(1): 93-126.

Question

"I.B. theory needs to re-focus its analysis on the relationships between international firms and Governments", (p.120). Comment.

Reading

Gilpin, Robert. 1987. "Multinational Corporations and International Production", *The Political Economy of International Relations*, Chapter 6: 231-262. (But especially pp. 241-262).

Question

How effective have the governments of developed countries (p.262) been at "manipulating corporations for their own particular interests"?

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?

Reading

Moran, Theodore H. 1985. "Multinational Corporations and the Developed World: An Analytical Overview", *Multinational Corporations: The Political Economy of Foreign Direct Investment*, Lexington Books; Chapter 7.

Question

Will the government -- MNE relationship continue to be one which "stagger on"? (p.154)

Supplementary Readings

Brewer, Thomas L. 1993. "Government Policies, Market Imperfections and FDI", *JIBS*, 24(1): 101-120.

Lenway, Stephanie Ann and Thomas Murtha. 1994. "The State as Strategist in I.B. Research", *JIBS*, 25(3): 513-535.

Teegan, Hildy, Jonathan P. Doh and Sushil Vachani. 2004. "The Importance of Nongovernmental Organizations (NGOs) in Global Governance and Value Creation: An International Business Research Agenda", *JIBS*, 35(6): 463-483.

Eden, Lorraine. 1991. "Bringing the Firm Back In: Multinationals in International Political Economy", *Millennium*, 20(2): 197-224, especially pages 197-203.

ASSIGNMENT FOR CLASS #7: WEDNESDAY, FEBRUARY 28, 2018

NETWORKS

Reading

Ghoshal, S. and C.A. Bartlett. 1990. "The Multinational Corporation as an Interorganizational Network", *Academy of Management Review*, 15(4): 603-625.

Question

Identify the strengths and weaknesses of the proposed network theory of the multinational enterprise?

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.

ASSIGNMENT FOR CLASS #8: WEDNESDAY, MARCH 7, 2018

INTERNATIONALIZATION, MULTINATIONALITY, GEOGRAPHIC DIVERSIFICATION

Reading

Kirca, A.H. et al. 2011. "Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-Analytic Review and Theoretical Integration", *Academy of Management Journal*, 54(1): 47-72.

Question

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

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.

Question

"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?

Reading

Hamel, Gary. 1991. "Competition for Competence and Inter-Partner Learning Within International Strategic Alliances", *Strategic Management Journal*, 12(Special Issue): 83-103.

Question

Assess the methodology and conclusions of this paper. Are the findings generalizable to all international alliances?

Supplementary Readings (OPTIONAL)

Aykol, Bilge, Leonidas C. Leonidou, and Athina Zeriti. 2012. "Setting the Theoretical Foundations of Importing Research: Past Evaluation and Future Perspectives", *Journal of International Marketing*, 20(2): 1-24.

ASSIGNMENT FOR CLASS #9: WEDNESDAY, MARCH 14, 2018

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?

Reading

Sekaran, U. 1983. "Methodological and Theoretical Issues and Advancements in Cross-Cultural Research", *JIBS*, 14(2): 61-73.

Question

The author has suggested we should be proud (p.71) about our progress in cross-cultural research. Do you agree?

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?

Reading

Maznevski, Martha. 1994. Review of "Understanding Global Cultures", *JIBS*, 25(3): 662-666.

Question

Does this reviewer provide a fair assessment of the book author's methodology?

Reading

International Alliances-Related Doctoral Dissertations at Ivey.

Supplementary Reading

Sinkovics, Rudolf R., Elfriede Penz and Pervez N. Ghauri. 2008. "Enhancing the Trustworthiness of Qualitative Research in International Business", *Management International Review*, 48(6): 689-714.

ASSIGNMENT FOR CLASS #10: WEDNESDAY, MARCH 21, 2018

I. CROSS NATIONAL RESEARCH TEAMS/INTERNATIONAL INTERDISCIPLINARY RESEARCH

Reading

Klein, Julie Thompson. 1990. "The Interdisciplinary Process" in P.H. Birnbaum-More, F.A. Rossini, and D.R. Baldwin (eds) *International Research Management: Studies in Interdisciplinary Methods from Business, Government and Academia*, New York, Oxford University Press, p.20-30.

Question

What does this article imply for the future of international interdisciplinary research? What challenges likely existed in organizing the data collection for Porter's "Competitive Advantage of Nations"?

Reading

Pierce, Barbara. 1997. "Multicultural Research: A Lesson in Cultural Diversity" in T. Cavusgil and N. Horn (eds) *Internationalizing Doctoral Education in Business*, East Lansing, MI., Michigan State University Press, p.257-269.

Question

Should multicultural projects be a required part of this course?

Reading

(EDITORIAL) Cheng, Joseph L.C. et al. 2009. "Advancing Interdisciplinary Research in the Field of International Business: Prospects, Issues and Challenges", *JIBS*, 40(7): 1070-1074.

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>The World Directory of Multinational Enterprises</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**Readings**

Caves, R.E. 1998. "Research on International Business: Problems and Prospects", *JIBS*, 29(1): 5-19.

Shenkar, Oded. 2004. "One More Time: International Business in a Global Economy", *JIBS*, 35(2): 161-171.

Question

What are the future prospects for International Business research?

ASSIGNMENT FOR CLASS #11: WEDNESDAY, MARCH 28, 2018

(1) THE JOURNAL REVIEW PROCESS

Presentations 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 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.

(5) PRE-SUBMISSION CHECKLISTS

Several lists of writing tips will be provided

ASSIGNMENT FOR CLASS #12: WEDNESDAY, APRIL 4, 2018

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