SYLLABUS

OBJECTIVES

This course examines the theoretical evolution and scope of international business 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 Foundational courses in management, your area’s required course. It supplements the various functional level Special Fields offerings.

The course is organized into three overlapping areas. First, it explores the various underlying theories used to understand international business - including their assumptions and limitations. Second it examines some of the unique research methodology issues present in international studies. Third it discusses contemporary topics critical for understanding the evolution of the multinational enterprise. These topics include digitalization, emerging markets development, economic geography, entrepreneurship, and others.

I will also arrange for a number of guest speakers comprised of leading senior and rising junior scholars in the field.

The course has been designed to accommodate, and benefit from, the different functional orientations of the doctoral candidates participating in the course. Overall particular emphasize will be cross-disciplinary linkages. In addition, both knowledge creation (research) and knowledge dissemination (teaching) 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. Detailed reading lists and assignments will be posted on learn at least two weeks prior to each session.

As course pre-readings and preparation for the first two class read:

For Session 1:


For Session 2: (more to come)


This book provides the language and the vocabulary – like a security blanket – to confidently discuss key theoretical contributions to the field and to participate in debates between researchers. Given the dominance of the multinational firm as the focus of study, the book not only consolidates fifty years of research since the 1960s, but also depicts the evolution and history of international business as a discipline.

We have access to this book, online and the library will get us a copy to:
https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/t54l2v/cdi_proquest_ebookcentral_EBC5449764

(remember to use your UWO username/password)

At the moment, only one student can access at a time and there are limits on what can be downloaded. The library is looking into getting more simultaneous users and will let us know if this is possible. I suggest being creative by each of you downloading a couple of chapters and collaborate.
### BUSINESS 9703a – COURSE SCHEDULE OVERVIEW – Winter 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Session</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Thurs. Sept. 16</td>
<td>1</td>
<td>The Field of International Business: Where we come from and where we are.</td>
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<td>Friday Sept. 24</td>
<td>2</td>
<td>The Theories of the Multinational Enterprise</td>
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<td>Thurs. Sept. 30</td>
<td>3</td>
<td>Conducting International Business Research</td>
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<td>• Methods and Datasets for International Business</td>
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<td>Friday Oct. 01</td>
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<td>Economic Perspectives: Their Assumptions and Limitations</td>
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<td>Thurs. Oct. 07</td>
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<td>Institutional Perspectives: Their Assumptions and Limitations</td>
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<td>Thurs. Oct. 14</td>
<td>6</td>
<td>Behavioral Perspectives: Their Assumptions and Limitations</td>
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<td>Thurs. Oct. 21</td>
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<td>No Class</td>
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<td>Thurs. Oct. 28</td>
<td>7</td>
<td>iBEGIN: IB Research at the Interfaces with Economic Geography, Innovation and Entrepreneurship</td>
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<td>Thurs. Nov. 4</td>
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<td>Collaborative Arrangements Networks, Joint Ventures, Alliances and Platforms</td>
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<td>Thurs. Nov. 11</td>
<td>9</td>
<td>The future of IB research: Digitalization, Automation, Future of Work, Nationalism, De-Globalization…</td>
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<td>Thurs. Nov. 18</td>
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<td>Project draft presentations and feedback</td>
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<td>Thurs. Nov. 25</td>
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<td>Publishing Strategies for International Research</td>
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<td>• The Journal Review Process</td>
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<td>• Pre-Submission Checklists</td>
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<td>Friday Nov. 26</td>
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<td>Cross National Research Teams</td>
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<td>• International Interdisciplinary Research</td>
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<td>• Your Future Research Prospects</td>
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**EVALUATION**
(Each element accounts for 1/3 of the final 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 either (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 ASAC or some other conference using databases introduced 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.

   (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 on November 29, 2021 at Noon (EST).

(3) **Teaching Internationalization. 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) On Ivey Publishing’s website ([https://www.iveycases.com](https://www.iveycases.com)) you will find a link to international cases. Identify five cases that would fall in your area of interest. Then provide a teaching package (lecture and/or case material) to his/her area group for internationalizing for least two classes in an existing 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.

   (B) Develop a full course outline including materials for a full international elective (20 sessions) or ‘mini’ elective (10 sessions) in your functional area.

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

   (D) 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.
ENROLLMENT RESTRICTIONS

Enrollment in this course is restricted to graduate students in the Ivey PhD Program, as well as any student that has obtained special permission to enroll in this course from the course instructor as well as the Graduate Chair (or equivalent) from the student’s home program.

ACADEMIC OFFENCES: PLAGIARISM AND 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 https://grad.uwo.ca/administration/regulations/13.html

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).

SUPPORT SERVICES: HEALTH AND WELLNESS

Students who are in emotional/mental distress should refer to Health and Wellness at Western University https://www.uwo.ca/health/psych/index.html for a complete list of options about how to obtain help. Additionally, 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), program coordinator or other relevant administrators in their unit.

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. See https://www.uwo.ca/health.

ACCESSIBLE EDUCATION WESTERN (AEW)

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program.

Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are strongly encouraged to register with Accessible Education Western (AEW), a confidential service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both AEW and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy