



FME3525 International Business 7.5 credits

Internationella affärer

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for FME3525 valid from Autumn 2013

Grading scale

G

Education cycle

Third cycle

Specific prerequisites

ph.D student

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

The job for us, as business people, is to better understand both the good and the bad of this flat, boundaryless marketplace, while recognizing that the forces of globalization can turn on a dime.

The principal goal of this doctoral research seminar is provide students with a foundation in some of the major research areas that underpin our study of global markets. We will review both classical literature and readings that address more recent developments in globalization that are at the forefront of academic research in the field. Grasp of the research offered in the assigned readings will be reflected in the final assignment for the seminar. That is, students will develop either a conceptual or empirical manuscript suitable for submission to an international meeting as a competitive paper.

Course contents

International Business Research: An Introduction

- What Constitutes Good Theory
- Creating Value in Global Business Operations and Research
- Market Imperfections

Popular Theories in International Business Research

- Country-Specific Advantages
- Firm-Specific Advantages
- Theories such as Institutional Theory, Resource-Based View of the Firm, Resource Advantage Theory, Internalization Theory, Behavioral Theory of the Firm

Strategic Management Approaches: Strategy and Structure

- Corporate and Functional Strategies in Global Markets
- Market Entry Mode Strategies

Organizational Approaches: Ecology, Evolution, and Process

- International Strategic Alliances
- Cross Border Integration and Coordination
- Emerging Economies
- Public Policy Issues/Corporate Governance/Corporate Social Responsibility/Sustainability

Knowledge Approaches: Technology Exploration and Exploitation

- Knowledge Management
- International Corruption

Course literature

Barkema, H.G., & Drogendijk, R. (2007). "Internationalising in Small, Incremental or Larger Steps?" *Journal of International Business Studies*, 38 (7): 1132-1148.

Buckley, P.J. (2002). "Is the International Business Research Agenda Running out of Steam?", 33 (2): 365-373.

Buckley, P.J., & Casson, M. (2009). "The Internalisation Theory of Multinational Enterprise: A Review of the Progress of a Research Agenda after 30 Years," *Journal of International Business Studies*, 49 (9): 1563-1581.

Buckley, P.J., Devinney, T.M., & Louviere, J.J. (2007). "Do Managers Behave the Way Theory Suggests? A Choice-Theoretic Examination of Foreign Direct Investment Location Decision-Making," *Journal of International Business Studies*, 38 (7): 1069-1094.

Buckley, P.J., & Hashai, N. (2009). "Formalizing Internationalization in the Eclectic Paradigm," *Journal of International Business Studies*, 40(1): 58-70.

Crittenden, V. L., & Crittenden, W.F. (forthcoming). "Corporate Governance in Emerging Economies: Understanding the Game," *Business Horizons*.

Crittenden, V.L., & Crittenden, W.F. (2010). "Strategic Management in Emerging Economies: A Research Agenda," *Organizations and Markets in Emerging Economies*, 1 (1): 9-23.

Crittenden, V.L., Crittenden, W.F., Pinney, C., & Pitt, L. (2011). "Implementing Global Corporate Citizenship: An Integrated Business Framework," *Business Horizons*, 54(5): 447-455.

Crittenden, V.L., Hanna, R.C., & Peterson, R.A. (2009). "Business Students' Attitudes toward Unethical Behavior: A Multi-Country Comparison," *Marketing Letters*, 20 (1): 1-14.

Crittenden, V. L., & Wilson, E.J. (2005). "Content, Pedagogy, and Learning Outcomes in the International Marketing Course," *Journal of Teaching in International Business* 17 (1/2): 81-102. [Portions reprinted in Ch. 6: International and Cross-Cultural Marketing, 2010 National Business Education Yearbook, National Business Education Association.]

Cuervo-Cazurra, A., Maloney, M.M., & Manrakhan, S. (2007). "Causes of the Difficulties in Internalization," *Journal of International Business Studies*, 38 (5): 709-725.

Dahan, N., Doh, J.P., Oetzel, J., & Yaziji, M. (2010). "Corporate-NGO Collaborations: Creating New Business Models for Developing Markets," *Long Range Planning*, 43 (2): 326-342.

Doh, J.P., Husted, B., Matten, D., & Santoro, M. (2010). "Ahoy There! Toward Greater Congruence and Synergy between International Business and Business Ethics Theory and Research," *Business Ethics Quarterly*, 20 (3): 481-502.

Ghoshal, S. (1987). "Global Strategy: An Organizing Framework," *Strategic Management Journal*, 8: 425-440.

Griffith, D.A., Cavusgil, S.T., & Xu, S. (2008). "Emerging Themes in International Business Research," *Journal of International Business Studies*, 39 (7): 1220-1235.

Habib, M., & Zurawicki, L. (2002). "Corruption and Foreign Direct Investment," *Journal of International Business Studies*, 33 (2): 291-307.

Harzing, A. (2000). "An Empirical Analysis and Extension of the Bartlett and Ghoshal Typology of Multinational Companies," *Journal of International Business Studies*, 31 (1): 101-120.

Hoskisson, R., Eden, L., Lau, C., & Wright, M. (2000). "Strategy in Emerging Economies," *Academy of Management Journal*, 43: 249-267.

- Khanna, T., & Palepu, K.G., & Jayant, S. (2005). "Strategies that fit Emerging Markets," *Harvard Business Review*, (June): 63-76
- Kim, W.C., & Hwang, P. (1992). "Global Strategy and Multinationals: Entry Mode Choice," *Journal of International Business Studies*, 17 (3): 1-26.
- Meyer, K. (2004). "Perspectives on Multinational Enterprises in Emerging Economies," *Journal of International Business Studies*, 35: 259-276.
- Peng, M.W. (2004). "Identifying the Big Questions in International Business Research," *Journal of International Business Studies*, 35 (2):99-108.
- Raman, A. (2009). "The New Frontiers: How the Global Slowdown is Reshaping Competition from Emerging Markets," *Harvard Business Review*, (July-August): 2.
- Robertson, C.J., Gilley, K.M., Crittenden, V.L., & Crittenden, W.F. (2008). "An Analysis of the Predictors of Software Piracy within Latin America," *Journal of Business Research* 61 (June): 651-656.
- Robertson, C.J., & Watson, A. (2004). "Corruption and Change: The Impact of Foreign Direct Investment," *Strategic Management Journal*, 25: 385-396.
- Rugman, A., & Verbeke, A. (2003). "Extending the Theory of the Multinational Enterprise: Internationalization and Strategic Management Perspectives," *Journal of International Business Studies*, 34 (2): 125-137.
- Tihanyi, L., Griffith, D.A., & Russell, C.J. (2006). "The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis," *Journal of International Business Studies*, 36: 270-283.

Examination

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.