

## SYLLABUS

### **New Directions in Global Strategy, Responsibility and Sustainability UZH Seminar 553; ETH LV 364-1014-00**

Spring, 2012

Friday/Saturday, May 4/5 and 11/12 from 10:00-18:00

Location:     Friday, May 4, ETH Kreuzplatz 5, room J 18  
                  Saturday, May 5, ETH Kreuzplatz 5, room K 14  
                  Friday, May 11, ETH Kreuzplatz 5, room J 18  
                  Saturday, May 12, ETH Kreuzplatz 5, room K 14

Instructor: Jonathan Doh, Professor in Management & Operations, Herbert G. Rammrath  
Endowed Chair in International Business, Director of the Center for Global Leadership,  
Villanova School of Business

Instructor's e-mail: jonathan.doh@villanova.edu

#### *Course Objective*

This seminar will focus on the latest research and insights on globalization and global strategy, with a particular emphasis on the role of the multinational corporation in advancing corporate responsibility and sustainability. We will begin with a review some of the "classic" literature in international management, with a particular focus on global strategy. Participants will be tasked with critiquing that literature in light of more recent developments in globalization, particularly the rise of emerging markets and concerns about the social and environmental impact of global business activities. We will then explore more recent literature that has sought to integrate established international management theory with more recent phenomena. Participants will take an active part in the seminar by applying some of this literature to their own ongoing research.

This is a conjoint seminar with the Chair of Sustainability and Technology from the ETH Zurich. For the University of Zurich students, the course is targeted primarily at track B and C doctoral students in the business disciplines, e.g., management, marketing, and accounting. However, the course would also be suitable for track A doctoral students in business or in other social science disciplines, such as sociology, psychology, anthropology, and political science. However, track B/C students in business will have priority.

#### *Procedures*

The course will be taught as a Blockseminar on May 4/5 and 11/12.

During the first weekend, the instructor will lead a discussion of key theories, frameworks and conceptual foundations as a basis and foundation for subsequent application of these perspectives. Students are required – and expected – to complete the relevant readings and be prepared to discuss them in-depth during the class periods.

During the second weekend, students will present a paper proposal (3-5 page outline with reference to conceptual foundation, gap in the literature, approach and methods – if appropriate), which will be critiqued by the instructor and other participants.

*Course Outline and Schedule*

May 4	Topic	Required Readings
Session 1 10:00- 12:00	Introduction: What is theory? International Business Theory Redux	Doh PPT Rugman, Peng
12:00- 13:00	Lunch	
Session 2 13:00 - 15:00	Theories of MNEs	Dunning, Buckley and Casson
Session 3 15:00- 16:30	Global Strategy and Institutional Perspectives	Kostova and Zaheer, Henisz and Swaminathan
16:30- 17:00	Break	
Session 4 17:00- 18:00	FDI and Spillovers	Meyer and Sinani

May 5	Topic	Required Readings
Session 5 10:00- 12:00	Changing Political and Institutional Environments	Doh, Khanna and Palepau, Doh and Ramamurti, Anand
12:00- 13:00	Lunch	
Session 6 13:00 - 15:00	Social Movements, Social Actors, and NGOs	Doh PPT Teegen, Doh and Vachani; Dahan, Doh, Oetzel, & Yaziji
Session 7 15:00- 17:00	Global Corporate Responsibility and Strategy	Kobrin, Doh, Husted, Matten, Santoro, Kolk and Pinkse
16:30- 17:00	Break	
Session 8 17:00- 18:00	Discussion of Assignments for Following Week	

May 11	Topic	Required Readings
Session 9 10:00- 12:00	Student Presentations	
12:00- 13:00	Lunch	
Session 10 13:00 - 15:00	Student Presentations	
Session 11	Student Presentations	

15:00-16:30		
16:30-17:00	Break	
Session 12 17:00-18:00	Student Presentations on Optional Readings	

May 12	Topic	Required Readings
Session 13 10:00-12:00	Student Presentations	
12:00-13:00	Lunch	
Session 14 14:00 - 15:00	Student Presentations	
Session 15 15:00-16:30	Student Presentations	
16:30-17:00	Break	
Session 16 17:00-18:00	Student Presentations	

### Readings

#### *Session 1*

##### Required reading

Rugman, A. (2009). 'Rugman Reviews International Business.' Houndmills: Palgrave Macmillan. Introduction to Part 1: pp. 3-13

Peng, M.W. (2004). 'Identifying the big question in international business research.' *Journal of International Business Studies*. 35 (2): 99-108

##### Optional reading

Buckley, P.J. (2002). 'Is the international business research agenda running out of steam?' *Journal of International Business Studies*. 33(2): 365-373

Griffith, D.A., Cavusgil, S.T. and Xu, S. 2008. 'Emerging themes in international business research.' *Journal of International Business Studies*. 39(7): 1220-1235

#### *Session 2*

##### Required Reading

Dunning, J.H. (2001). 'The eclectic (OLI) paradigm of international production: past, present and future.' *International Journal of the Economics of Business*. 8(2): 173-190

Buckley, P. and Casson, M. (2009) 'The internalisation theory of the multinational enterprise: a review of the progress of a research agenda after 30 years.' *Journal of International Business Studies*, Vol. 40(9): 1563-1581

### Optional reading

Hennart, J-F. (2009). ‘Down with MNE-centric theories! Market entry and expansion as the bundling of MNE and local assets.’ *Journal of International Business Studies*, 40(9): 1432-1455

### *Session 3*

#### Required Reading

Kostova, T., & Zaheer, S. (1999). Organizational Legitimacy under Conditions of Complexity: The Case of the Multinational Enterprise. *Academy of Management Review*, 24(1), 64-81.

Henisz, W.J., & Swaminathan, A. (2008) ‘Institutions and International Business (Editors Introduction to the Special Issue)’ *Journal of International Business Studies* **39**:537-539.

### *Session 4*

#### Required Reading

Meyer, K. and Sinani, E. (2008). ‘When and where does foreign direct investment generate positive spillovers? A meta-analysis’, *Journal of International Business Studies*, 40: 1075–1094.

#### Further reading

Driffield, N. and Love, J. (2007). ‘Linking FDI motivation and host economy productivity effects: conceptual and empirical analysis,’ *Journal of International Business Studies*, 38: 460–473.

Tian, X. (2009). ‘Managing FDI technology spillovers: A challenge to TNCs in emerging markets’, *Journal of World Business*, In Press.

### *Session 5*

#### Required Reading

Doh, J.P., & Ramamurti, R. (2003). Reassessing risk in developing country infrastructure. *Long Range Planning*, 36 (4), 337-353.

Doh, J.P. (2005). Offshore Outsourcing: Implications for International Business and Strategic Management Theory and Practice. *Journal of Management Studies*, 42 (3), 695-704.

Khanna, T., Palepu, K.G., & Jayant, S. (2005). ‘Strategies that fit emerging markets,’ *Harvard Business Review*, 83, 6.

Raman, A. (2009). ‘The new frontiers: How the global slowdown is reshaping competition from emerging markets’, *Harvard Business Review*, July-August.

#### Further reading

Khanna, Tarun, and Krishna G. Palepu. (2006). "Emerging Giants: Building World-Class Companies in Developing Countries." *Harvard Business Review*, October 2006.

Doh, J.P. (2000). ‘Entrepreneurial privatization strategies: Order of entry and local partner collaboration as sources of competitive advantage’. *Academy of Management Review*, 25 (3), 551-572.

### *Session 6*

#### Required Reading

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.

Dahan, N., Doh, J.P., Oetzel, J., & Yaziji, M. (2010). Corporate-NGO collaboration: Creating new business models for developing markets. *Long Range Planning*, 43 (2), 326-342.

Teegen, H., Doh, J.P., & Vachani, S. (2004). 'The importance of nongovernmental organizations (NGOs) in global governance and value creation: An international business research agenda'. *Journal of International Business Studies*, 35 (6), 463-483.

### *Session 7*

#### Required Reading

Kobrin, S.J. (2008), Globalization, transnational corporations and the future of global governance, *Handbook of Research on Global Corporate Citizenship*, Chapter 12 in Andreas Georg Scherer and Guido Palazzo, eds

Boddewyn, J., & Doh, J.P. (2011). Global strategy and the collaboration of MNEs, governments and NGOs for the provisioning of collective goods in emerging markets. *Global Strategy Journal*, 1, 345-361.

Kolk, A. & Pinkse, J. (2008). A perspective on multinational enterprises and climate change: Learning from "an inconvenient truth"? *Journal of International Business Studies*, 39:8, 1359-1378.