



Master Thesis

“Importance of Business Groups in Emerging Economy Multinational Enterprises (EEMNEs) Internationalization”

Background

Role of institutions in determining the extent and nature of internationalization has been an important cornerstone in International Business. In absence of well-defined formal institutions and financial systems in emerging markets, special types of owners such as Governments, Business Groups, or powerful individuals take over the role of local institutions and influence strategic decisions of the firms. Regardless of the institutional voids emerging markets are abundant with examples of firms and business groups that have not only survived over generations but also secured a place in the international map. For example, Grupo Bimbo, founded in Mexico in the 1940s, endured national and international turbulence to emerge as one of the world's largest bakeries; Tata Group was founded in 1868 and developed into a leading Indian business group despite facing colonialism, rebellions, and major social transformations; and Koç Holding, founded in 1926, survived numerous national and regional crises to maintain its foothold as Turkey's leading business group.

Introductory Readings

- Purkayastha, S., Manolova, T.S., and Edelman, L.F. (2016). Business group effects on the R&D intensity-internationalization relationship: Empirical evidence from India, *Journal of World Business*, 53(2), 104-117.
- Kumar, V., and Gaur, A.S. (2012). Product Diversification and International Expansion of Business Groups, *Management International Review*, 52(2), 175-192.
- Khanna, T., and Palepu, K. (2000). Is Group Affiliation Profitable in Emerging Markets? An of Diversified Indian Business Groups, *The Journal of Finance*, 55(2), 867-891.

Tasks and Goals

This master thesis is closely related to the current research of the chair and you will conduct your analyses in close collaboration with our doctoral students. The thesis will be based on case study/quantitative methodology to examine the internationalization of firms mainly from India. You will especially review relevant literature on ownership structure, analyze annual reports and track changes in Multinational Enterprises over time. Based on the data that you gather, you will undertake empirical analyses to compare the growth strategies of firms affiliated to business groups vis-à-vis unaffiliated firms.

Requirements

- Good English skills
- Good knowledge of Microsoft Excel
- Independent, reliable, and diligent working style with an eye for detail
- Successful participation in the lecture *Strategies in Multinational Enterprises (MNEs)*

Details

- Supervisors Prof. Dr. Thomas Hutzschenreuter and Aditi Sarkar Sengupta.
- Start Flexible / As of now
- Working time 6 months

Contact

If you are interested in writing your thesis at our chair or have questions to this topic, please contact Aditi Sarkar Sengupta (aditi.sarkar-sengupta@tum.de). Please send an email, including a tabular CV and current transcript of records (as one PDF file), to apply for a master thesis. We are looking forward to working together with you!