

Master Thesis

“A Cross-Sector Investigation of Performance Impacts of Chinese Firms’ Internationalization Strategies”

Background

China's OFDI has increased substantially from \$2.7 billion in 2002 to \$196.2 billion in 2016 as China has emerged as the second largest OFDI source countries (Ministry of Commerce China, 2017). Along with the “go global” policy and “one belt one road” national strategy, examples of successful Chinese firms can be found across various industries. In electronic manufacturing sector, German Kuka aims to become the largest supplier in the rapid developing Chinese market after the acquisition through the Midea Group. In the automotive sector, BYD auto group started to internationalize via Greenfield in India, Denmark and Hungary to expand its vehicle business. In the consumer electronics sector, the world known Huawei is becoming the third largest producer of smartphones, behind Samsung and Apple. However, after 2016, the OFDI of Chinese firms have incrementally shrunken year to year. In 2019, the total OFDI from China declined to \$110.6 billion. Do China firms face performance problems with the declining numbers behind?

Introductory Readings

- Buckley, P. J., Clegg, L. J., Cross, A. R., Liu, X., Voss, H., & Zheng, P. (2007). The determinants of Chinese outward foreign direct investment. *Journal of international business studies*, 38(4), 499-518.
- Luo, Y., & Tung, R. L. (2018). A general theory of springboard MNEs. *Journal of International Business Studies*, 49(2), 129-152.

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 methodology to examine the internationalization routines of Chinese firms and to conduct comparison studies among them. You will especially analyze annual and financial reports and track changes in the subsidiary portfolios over time. Based on the data that you gather, you will undertake empirical analyses to uncover internationalization patterns of these firms. This may include comparing the growth strategies of firms across sectors such as automobile, IT and electronic manufacturing industry.

Requirements

- Good English and Chinese 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 Jian Hu, MSc
- 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 Jian Hu (jian.hu@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!