

Master Thesis

“The Internationalization Strategies’ Analysis of Chinese MNEs: Does Home Provincial Region Matter?”

Background

In 2000, developing countries only accounted for 18.8% of global outward foreign direct investments (OFDI), whereas in 2019, it has almost accounted for 30.2% of global OFDI (UNCTAD, 2020). Among these, China constitutes the largest portion of OFDI from emerging economies, there has been a dominant research stream which focused on home country impact of Chinese MNEs’ internationalization pattern (Buckley et al., 2007; Duanmu, 2012; Kang & Jiang, 2012; Liu, 2005; Ramasamy et al., 2012). However, most of these studies neglect to further shed insights on the regional development heterogeneity within home-country China. Hence, investigating the Chinese MNEs with headquarters across different regions may provide new insights in this research stream.

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.
- Duanmu, Jing-Lin. "Firm heterogeneity and location choice of Chinese multinational enterprises (MNEs)." *Journal of World Business*, 47.1 (2012): 64-72.
- Ramasamy, B., Yeung, M., & Laforet, S. 2012. China’s outward foreign direct investment: Location choice and firm ownership. *Journal of World Business*, 47(1): 17–25.

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 with their headquarters located in various regions. 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.

Requirements

- Good English skills and preferably 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!