

## Master Thesis

### “The Speed of Chinese Firms’ Internationalization: Comparison Study between Electronic and Traditional Energy Sectors”

#### Background

Outward foreign direct investment (OFDI) from emerging countries has boomed in recent years, leading to a greater relative share of total OFDI, across both flows and stocks. Among these countries, China’ 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). With prominent speedy expansion phenomenon, the study on performance impact of this idiosyncratic expansion pattern is still limited. In addition, emerging market multinational companies (EMMNCs) have become important global players in several industries such as banking, food, real estate, tourism, manufacturing and natural resource extraction (Quer, Claver, & Rienda, 2012; Wong & Chan, 2003). Among these, electronic and traditional energy are playing an important role in composing Chinese MNEs’ “going abroad” strategy.

#### 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.
- Mathews, J. (2006). Dragon multinationals: New players in 21st century globalization. *Asia Pacific Journal of Management*, 23(1), 5–27.

#### 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 from two above mentioned sectors, e.g. electronic and traditional energy. 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](mailto: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!