

## Master Thesis

### “Internationalization strategies of Chinese MNEs in TMT Sector”

#### Background

While many sectors have been severely impacted by the coronavirus, for Technology, Media and Telecom sector (TMT), certain companies even achieved positive growth during the pandemic. For example, Amazon doubles quarterly profits despite Covid costs (Financial Times, 2020). Furthermore, in Chinese market, due to the rapid growth in both domestic and foreign markets, firms such as Baidu, Alibaba, Tencent (“BAT”) have been under the spotlight by many reports across the world. However, the current study regarding the internationalization pattern of this particular sector is still limited. Hence, several questions following might be interesting to answer. Do they pursue same growth pattern as Chinese MNEs from other sectors? If these firms choose to cross-invest in oversea market, what can be the motivations behind? What if they have already internationalized, are they successful? Why?

#### Introductory Readings

- Buckley, P. J., Clegg, L. J., Voss, H., Cross, A. R., Liu, X., & Zheng, P. (2018). A retrospective and agenda for future research on Chinese outward foreign direct investment. *Journal of International Business Studies*, 49(1), 4-23.
- 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 strategies of Chinese TMT firms. You will especially review relevant literature, analyze annual reports and track changes in Multinational Enterprises over time. Based on the data that you gather, you will undertake empirical analyses to uncover growth patterns of these firms.

#### Requirements

- Good English skills 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](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!