



Master Thesis

“Factors Affecting Speed of Growth of Emerging Economy Multinationals”

Background

Over the past 20 years, previously unknown companies from emerging markets have rapidly grown to world market leaders. Triggered by the economic opening of their home markets, emerging market firms expanded nationally and internationally and changed the competitive landscape globally across various industries. While only 1% of global foreign direct investments originated from emerging markets in 1990, this share increased to 22% by 2016. The high speed at which multinationals from emerging markets are growing contradicts lot of existing theories that are based on developed markets. However, can we claim that all emerging market multinational enterprises (EM-MNEs) are growing at a high speed? Multinationals from emerging markets are highly heterogeneous group, thus generalization shall be avoided. Therefore, it is important to explore the causes of variability in speed of growth of EM- MNEs.

Introductory Readings

- Deng, Z., Jean, R.B., and Sinkovics, R.R (2018). Rapid expansion of international new ventures across institutional distance. *Journal of International Business Studies*, 49 (4), 1010-1032.
- Luo, Y., and Tung, R.L. (2017). A general theory of springboard MNEs. *Journal of International Business Studies*, 49(2), 129-152.
- Luo, Y., and Tung, R. L. (2007). International expansion of emerging market enterprises: A springboard perspective. *Journal of International Business Studies*, 38(4), 481–498.

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 and/or empirical analysis to examine the growth of EM-MNEs from India. 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 the factors that lead to variability in speed of growth.

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!