Master Thesis

"Network Effects on Internationalization Speed of Emerging Economy Multinational Enterprises (EEMNEs)"

Background

In regard to the influence of network ties on internationalization, studies found that EEMNEs, to a large extent, benefit from the political networks at home (Li et al., 2018), strategic linkages abroad (Satta, Parola and Persico, 2014) and domestic networks in their home base (Li et al., 2018) while developing their internationalization strategies. Domestic network created by foreign investments were argued as one of the most important drivers of fast paced internationalization of EEMNEs (Satta, Parola and Persico, 2014). This reinforces the arguments of (Luo and Tung, 2007) that spillovers from inward internationalization, brought in by foreign investors, create an important network advantage for the EEMNEs in their pre-internationalization stage thus helping them immensely in their internationalization phase.

Introductory Readings

- 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.
- Li, J., Meyer, K.E., Zhang, H. et al. (2018). Diplomatic and corporate networks: Bridges to foreign locations. *Journal of International Business Studies*, 49 (2), 659–683.
- Satta, G., Parola, F., & Persico, L. (2014). Temporal and spatial constructs in service firms' internationalization patterns: The determinants of the accelerated growth of emerging MNEs. *Journal of International Management*, 20(4), 421–435.

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 EEMNEs 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 one or more network (s) impact on internationalization speed of EEMNEs.

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!