



Master Thesis

“Relationship between Product Diversification and Internationalization of Emerging Economy Multinational Enterprises (EEMNEs)”

Background

Does product diversification constrain or boost international expansion of enterprises from emerging markets? This is a critical question because emerging market firms are ‘latecomers’ to the international marketplace (Luo and Tung 2007). Consequently, understanding the antecedents of international expansion becomes critical for future growth of emerging market firms. (Kumar, Gaur and Pattnaik, 2012). Impact of existing product diversification on the scope of firms’ subsequent internationalization has been researched, and the central assumption in this relationship is that the relevant decisions are taken simultaneously. However, this assumption does not apply to firms that consider international expansion only after having grown domestically through product diversification (Batsakis and Mohr, 2017). Therefore it is timely to investigate the impact of product diversification on internationalization of EEMNEs.

Introductory Readings

- Luo, Y., and Tung, R.L. (2017). A general theory of springboard MNEs. *Journal of International Business Studies*, 49(2), 129-152.
- Batsakis, G. and Mohr, A.T. (2017), “Revisiting the relationship between product diversification and internationalization process in the context of emerging market MNEs”, *Journal of World Business*, 52 (4), 564-577.
- Kumar, V., Gaur, A.S. and Pattnaik, C. (2012). Product Diversification and International Expansion of Business Groups. *Management International Review* 52 (2), 175–192.

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 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 the relationship between product diversification and internationalization of EEMNEs from India.

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!