



Master Thesis

“Heterogeneity in Internationalization Path of Emerging Market Multinationals”

Background

Over the last two decades, International Business (IB) literature has swelled with articles discussing internationalization of emerging market multinational enterprises (EMNEs). Numerous studies have investigated EMNEs' internationalization from both static and dynamic perspectives. However, studies that have particularly stressed on the path of internationalization are few (Buckley et al. 2007; Luo and Tung, 2007; Wang and Suh, 2009; Kotabe and Kothari, 2016). Buckley et al. (2007) and Luo and Tung (2007) are some of the first authors who stressed that EMNEs typically follow a series of steps over time to overcome their late-comer disadvantage and accelerate their growth in global stage. The relevance of path is exemplified through a variety of practical observations. Lenovo, for example achieved much of its international expansion rapidly after the acquisitions of IBM's Personal Computing Division in 2005. Tata motor's acquisition of Jaguar and Land Rover in 2008 provided first-hand experience in the development of high-performance design increasing their success rate of subsequent new launches. However, authors have warranted that successful cases of Lenovo, Haier and Tata group may not represent the entire population of EMNEs and therefore future research should shed more light on the heterogeneity of EMNEs' internationalization path.

Introductory Readings

- Buckley, P.J; Clegg, J; Cross, A.R; Liu, X; Voss, H and Zheng, P. (2007). The determinants of Chinese outward Foreign Direct Investment, 38 (4), pp. 499-518.
- Kotabe, M. and Kothari, T. (2016). Emerging market multinational companies' evolutionary paths to building a competitive advantage from emerging markets to developed countries. *Journal of World Business*, 51 (5), pp. 729-743.
- 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.
- Wang, Y. and Suh, C. (2009). Towards a re-conceptualization of firm internationalization: Heterogeneous process, subsidiary roles and knowledge flow. *Journal of International Management*, 15 (4), pp. 447-459.

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 intensive review of existing literature in the area of internationalization of EM- MNEs and relevant cases. Based on the review of literature and analysis of cases you should come with interesting propositions in the field.

Requirements

- Good English skills
- Good knowledge of Microsoft Excel
- Independent, reliable, and diligent working style with an eye for detail
- 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!