

Direct Foreign Investment and Multinational Firms



■ The Theory of Multinational Enterprise

- Two elements explain the existence of a multinational:
 - **Location motive**
 - A good is produced in two (or more) different countries rather than one because of:
 - » Resources
 - » Transport costs
 - » Barriers of trade
 - **Internalization motive**
 - A good is produced in different locations by the same firm rather than by separate firms because it is more profitable to carry transactions on technology and management.
 - » Technology transfer
 - » Vertical integration

Multinational Firms And Theory 0

Robert E. Lipsey, Jean-Louis Mucchielli



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Theories of the Multinational Firm Mats Forsgren, 2017-06-30 Used internationally at undergraduate and postgraduate level this highly successful textbook presents analyses and compares six different theories of the multinational firm that have dominated the research in international business during the last four decades Theories of the Multinational Firm M. Forsgren, 2009-01-01 This book is all about understanding multinational companies MNCs why they exist how they compete and their impact on society Six important theoretical perspectives of the MNC are discussed at length and compared The book can be read and understood at multiple levels from learning what each theory is about to appreciating the more subtle implications of their differences for firms and society Despite the complexity of the subject the book is an easy and enjoyable read It is written in a lively user friendly style with many illustrated examples William G Egelhoff Fordham University US In most accounts especially in the journal literature the theory of international business is seen as evolving steadily through the incremental addition of a series of largely complementary analytical building blocks Mats Forsgren sees instead a set of conflicting perspectives on the subject In this valuable contribution he breaks down theoretical complexity in this field into its distinctive parts He thereby gives us a better understanding of how these parts relate to one another or don't John Cantwell Rutgers University US This excellent book deals with six theoretical approaches to the multinational firm its activities and organization The theories and their implications are explained and contrasted with each other The clear and concise treatment of theories makes the work very useful for students while its critical and comparative analysis can be a source of ideas for further developments by researchers I highly recommend the book for students teachers and researchers Grazia Ietto Gillies London South Bank University UK This timely textbook presents the assumptions and theories behind contemporary views on the multinational firm as an organization and as an actor in the global economy Mats Forsgren analyzes and compares six different theories of the multinational firm from the dominating multinational to the politicizing multinational that have dominated the research in international business during the last four decades Mats Forsgren reveals the basic building blocks and assumptions behind each theory in order to reach a better understanding of why the multinational firm is looked upon in so many different ways by researchers and stakeholders This important textbook will be an invaluable resource for both undergraduate and postgraduate students on international business international management and international economy courses **A Theory of Multinational Enterprise** Jean-François Hennart, 1982 Studies the expansion of firms across national boundaries *Multinational Firms and Impacts on Employment, Trade and Technology* Robert E. Lipsey, Jean-Louis Mucchielli, 2001-12-13 This collection of essays shows the high degree of complementarity between foreign direct investment and home export challenging the long held fear that firms investing abroad leads to a loss of employment and decline in the home country Institutional Ownership and Multinational Firms James J. Kennelly, 2019-05-23 This study represents a rare empirical test of the assertions of critics of

multinational corporations MNCs who argue that firm level social and environmental performance suffers as MNCs grow increasingly mobile and subject to the short term financial demands of institutional investors Such critics argue that footloose and stateless MNCs have not only divorced themselves from a particular sense of responsibility to their home countries but have also fallen increasingly under the sway of the myopic demands of institutional investors Using multiple regression analysis the study considered the impact of various levels of multinationality and institutional ownership on the social and environmental performance of US based manufacturing companies Based on this empirical analysis the radical critique of MNCs was not supported Rather the level of multinationality of firms was positively associated with social and environmental performance in the home country This is a far cry from the demonized view of MNCs proffered by the critics These findings suggest the possibility that MNCs may even have a positive influence on the development of a global economy that is consistent with the values and intent of vision of sustainable development Ultimately the study suggest that at a minimum more attention should be paid to utilizing talents and competencies of MNCs in support of furthering positive social and environmental agendas Ph D dissertation New York University 1996 revised with new preface and index

The Multinational Enterprise Mark Casson, 2018-02-23 This book summarises Mark Casson's recent research on the multinational enterprise This work is firmly rooted in history and examines the evolution of the internalisation theory of the multinational enterprise over the past forty years and in the light of this considers its potential for further development The book also explores internationalisation theory in respect to marketing and brands the supply chain risk management as well as methodology

Foreign Direct Investment and Multinational Enterprises P. Buckley, 1995-09-13 The papers in this volume cover three major areas of International Business Developments in Theory The Foreign Market Servicing Strategies of Multinational Firms and Asia Pacific Issues The theory section examines the internationalisation process the role of management in international business theory approaches to Japanese foreign direct investment and the contrast between the approach taken to international business by internalisation theorists and that of international strategic management The choices between exporting foreign licensing of technology and direct investment abroad are examined in Part II The foreign market servicing decisions are examined both at the level of the firm and in aggregate at the level of an economy the UK The impact of these decisions on competitiveness is evaluated and the role of international joint ventures is examined for the case of the UK The final section examines current issues in the Asia Pacific economies The impact of the Single European Market on Pacific Futures and Government Business relations Japan versus UK are the focus of attention and the taxation implications of joint ventures in China are examined in detail

International Business: Theory of the multinational enterprise Alan M. Rugman, 2002

Handbook of Research on International Strategic Management Alain Verbeke, Hemant Merchant, 2012-01-01 Verbeke and Merchant have assembled a remarkable collection of brand new essays by the who's who of international business It will become a standard reference for both junior and senior scholars working in this increasingly

important area _ Ravi Ramamurti Northeastern University US Leading thinkers about the multinational enterprise offer both concise syntheses and critical reflections of the state of the art on international strategic management research They in particular highlight the potential of internalization theory as a central paradigm for the field and critically examine pertinent issues such as the complex notion of distance in international business Refreshingly they do not shy away from naming flaws in recent work while offering avenues to improve the quality and impact of future research _ Klaus Meyer University of Bath UK The Handbook provides an impressive state of the art overview of the international strategic management field as an area of scholarly inquiry The great strength of the work is the thoughtfulness of the messages conveyed by the expert team of authors The implications for future international strategy research and for international management practice are profound and will influence the next generation of scholars in international strategy as well as senior level managers Corporate executives will continue to operate in a world that is far from flat and will use this volume as a reliable compass in the form of powerful conceptual frameworks to navigate uncharted territory in the global economy The Handbook presents a collection of 24 original research papers that should serve international strategy scholars and reflective MNE managers alike

Firms in the International Economy Sjoerd Beugelsdijk, Steven Brakman, Hans Van Ees, Harry Garretsen, 2013-12-13 Essays by leading scholars suggest that insights from international business could enrich firm heterogeneity research in international economics Despite their common roots international economics IE and international business IB have developed into two distinct fields of study Economists have directed their efforts at formalizing the workings of international trade and investment at the macroeconomic level business scholars have relied more on data driven conceptual narratives than mathematical tools But the recent focus of IE literature on firm heterogeneity suggests that IE would benefit from IB analyses of the behavior and organization of the internationalizing firm The contributions to this volume investigate ways that insights from IB can enrich IE research in firm heterogeneity The contributors discuss firm specific advantages in international trade and investment considering the firm as the unit of analysis and managerial inputs as a variable in market entry decisions analyze interactions between a firm and its external environment including local corporate philanthropy and institutional settings examine the boundaries of the firm and organizational choices such as the make or buy decision and investigate technology transfer and innovation offshoring discussing the role of subsidiaries inventor employment and other related topics Although IE and IB look at international firms from different perspectives these contributions make it clear that there is a potential for a productive exchange of insights and information between the two disciplines Contributors Laura Abramovsky Carlo Altomonte Sjoerd Beugelsdijk Bruce Blonigen Pamela Bombarda Steven Brakman Julia Darby Rodolphe Desbordes Filippo Di Mauro Mar a Garc a Vega Harry Garretsen Elena Huergo Florian Mayneris Quyen T K Nguyen Verena Nowak Cheyney O Fallon Gianmarco Ottaviano Michael Pfl ger Filomena Pietrovito Sandra Poncet Alberto Franco Pozzolo Alan M Rugman Armando Rungi Stephan Russek Davide Sala Luca Salvatici Christian Schwarz Roger Smeets

Jens Suedekum, Hans van Ees, Vincent Vicard, Ian Wooton, Erdal Yalcin *The Future of Foreign Direct Investment and the Multinational Enterprise* Ravi Ramamurti, Niron Hashai, 2011-04-27 This Festschrift in honour of Professor Yair Aharoni a pioneer in the field of international business looks at several of these new trends in FDI what they will mean for firms and governments and the opportunities created by these developments to enrich or extend extant theory **The Past, Present and Future of International Business and Management** Timothy Devinney, Torben Pedersen, Laszlo Tihanyi, 2010-07-27 A volume that concentrates on the substantive gaps in the IB/IM field and addresses whether these gaps are resolvable with the theoretical and methodological toolkit **The Multinational Enterprise and the Emergence of the Global Factory** Peter J. Buckley, 2014-11-04 The *Multinational Enterprise and the Emergence of the Global Factory* brings together research papers authored by Peter J. Buckley focusing on three of the most important empirical and theoretical issues in the global economy: the rise of the global factory, the growth of FDI from emerging economies, recent developments in the theory of IB Transnational Corporations Geoffrey Jones, 1993 **Marketing Aspects of International Business** G.M. Hampton, A. van Gent, 2012-12-06 The old ways break down, times change and new life blossoms from the ruins. Frederick Schiller: These words of a great poet express a basic fact of life: the inevitability of change. If marketers were asked to envision the future they would not hesitate to answer that the entire globe is involved in a human revolution like no other in history. The changes now taking place in both industrially developed and developing nations are indications of the problems, challenges and opportunities confronting future economic growth and development. Perhaps the most prominent characteristic of this change is the growing economic interdependence of all nations. Today it seems quite unnecessary to point out that any nation's problems and opportunities anywhere are now every nation's problems and opportunities everywhere. This economic and business interdependence on a global scale is the new reality regardless of whether we want to accept it. The task ahead for all corporate managers becomes one of adapting to this new international business reality. It also requires them to assume the leadership role in helping individuals of all nations to become more and more aware of their mutual need for another's products and services. Today every corporation, whether confined within one nation or not, operates in this dynamic changing international business environment International Business Strategy Alain Verbeke, 2013-03-07 The first textbook to combine analytical rigour and true managerial insight on the functioning of large multinational enterprises **International Business Strategy** Peter J. Buckley, Pervez Ghauri, 2015-02-20 With stagnated demand in many home economies the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level. However, this process raises a number of questions such as: can firms use their knowledge of one market in the next? Can firms pursue internationalization on several fronts at the same time? How should firms handle cultural and institutional differences between markets? This textbook provides students with the core research in international business and strategy including organization, efficiency, external relationships and the challenges found in an

increasingly multicultural world Each part begins with a presentation of the issues and controversies faced in that particular area followed by a synthesis of the research which provides avenues for future research To facilitate and encourage further debate and learning each part also includes at least one original case study Compiled by two of the World's leading scholars of international business and supplemented with critical commentaries and a range of integrative case studies this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond

Internationalization and Firm Performance Mario Krist, 2009-07-25 Mario Krist explores if how and why internationalization and performance are related to each other and explicitly considers the role of intangible resources in this context

Emerging Economies and Multinational Enterprises Laszlo Tihanyi, Torben Pedersen, Timothy Devinney, Elitsa Banalieva, 2015-06-25 Volume 28 of the Advances in International Management focuses on the opportunities and challenges for multinational enterprises that consider emerging economies and their destinations It provides a forum for thought provoking idea and empirical research and is ideal for researchers and doctoral students whose work touches emerging markets

Transformation of Japanese Multinational Enterprises and Business Shige Makino, Yasuro Uchida, Tamiko Kasahara, 2024-03-30 The purpose of this book is to highlight how current successful Japanese multinational enterprises MNEs and companies have changed their business or business models in the past three decades Japanese MNEs received a lot of attention from academia and industry during the 1980s and the early 1990s and their factors for success have been compared with those of Western MNEs Unfortunately following the collapse of the bubble economy in the early 1990s international business researchers and practitioners attention has turned away from Japan and its MNEs to emerging markets notably the rapidly growing China Japanese MNEs have faced the mature domestic economy and also have had to overcome many new challenges in the twenty first century such as rapid aging depopulation and response to new technologies Japanese MNEs and companies today are being forced to respond to new business environments never seen in the past The prerequisites for business activities have significantly changed from those of former Japanese companies and their management practices Even in such a difficult situation however many Japanese MNEs and emerging companies have achieved steady growth and have succeeded by changing their business models This book provides the reader with new directions for research and lessons by analyzing the challenges of Japanese multinational enterprises and emerging companies The redirection of attention is expected to have a positive impact on the field of international business study and practice

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