



## **F83219 Multinational firm in an historical perspective**

(2<sup>nd</sup> term 2009-2010, 3 credits)

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## **Course overview**

### **Welcome!**

The aim of my course is to offer you a different point of view on one of the most controversial issue related to globalization, the multinational enterprise (MNE).

Are MNEs an instrument of social and economic development for both host and home countries? Are they, conversely, a tool of exploitation of the less developed countries or are they driving work away from the industrialized countries? Similar opposite arguments arise considering topics such the natural resources exploitation, or the convergence of local culture towards foreign models.

### **The goals**

At the end of my course you will be able to evaluate the impact of MNE in the economic history of host economies, retrieving information from scientific readings and historical documents, comparing different points of view and recognizing different patterns of development of the MNE.

In addition, working in a multicultural-international class, you will take advantage sharing with your classmates different national experience and perspective on such controversial topics.

### **Why history?**

MNE is a long-standing phenomena and this course argues that a historical perspective allows us to better understand MNE's behavior, stressing the importance of time-

# Multinational Enterprise In Historical Perspective

**Joel Mokyr**



## **Multinational Enterprise In Historical Perspective:**

*Multinational Enterprise in Historical Perspective* Alice Teichova, Maurice Lévy-Leboyer, Helga Nussbaum, 1989-11-02  
This book marks a major step forward in our understanding of the origins and expansion of multinational enterprise. An introductory appraisal of the concept of the multinational is followed in Part I by an examination of the growth of multinational enterprise dealing both with industrial and financial concerns and with the market linkages between cartels and multinationals. Part II considers government and multinationals and comprises firstly studies of the manifold relationships between the operational centres of multinationals, their subsidiary enterprises abroad and the governments of home and host economies. A second section examines the international hierarchical and sexual division of labour in multinational enterprise. The work concludes with an examination of the multinational in historical perspective. Each study is based on extensive empirical research and the work as a whole provides an important overview of the development of a vital but misunderstood phenomenon. Nationality and Multinational Enterprise in Historical Perspective Geoffrey Jones, 1997

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. **Multinational Enterprises and the Global Economy** John H. Dunning, Sarianna M. Lundan, 2008-01-01. For many years to come this volume is surely going to be the ultimate reference work on international business. Thanks to Dunning and Lundan, we have at our disposal a wealth of relevant data as well as theoretical and empirical analyses which will enable us to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. See Hirsch International Business Review. *Multinational Enterprises and the Global Economy* has become a classic in international business. Yet the book's second edition is even better than the first in part because of Professor Dunning's wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business-government relations and the societal effects of firm behaviour. In addition to being a remarkably useful reference book, *Multinational Enterprises and the Global Economy* is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years. Alain Verbeke, *Journal of International Business Studies*. The second edition of *Multinational Enterprises and the Global Economy* provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business-government relations in the IB context. *Journal of International Business Studies*. This wonderful book offers the definitive synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive insights. It is a

creative masterpiece which unbundles the DNA of the multinational enterprise and shows how it is the cornerstone of the field of international business Alan M Rugman University of Reading UK The rise of the multinational enterprise and the consequent globalisation of the world economy was arguably the single most important phenomenon of the second half of the twentieth century This magisterial book written by two leading authorities examines this phenomenon in depth It explains how foreign investment by multinationals diffused advanced technologies and novel management methods driving productivity growth in Europe Asia and North America however economic inequalities were reinforced as rich countries attracted more foreign investment than poor ones This new edition of a classic work is not only an authoritative guide to contemporary multinational business but a major historical resource for the future Mark Casson University of Reading UK This thoroughly updated and revised edition of a widely acclaimed classic text will be required reading for academics policymakers and advanced students of international business worldwide Employing a distinctive and unified framework this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity and its effects on the economic and social well being of developed and developing countries Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of MNEs and the role of MNE activity in transmitting and facilitating institutional change Since the initial publication of this book more than a decade ago the economic managerial and social implications of globalisation and technological advancement have become even more varied and prominent Accompanying these developments there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever changing physical and human environment Drawing on articles and books from international business and economics as well as economic geography political economy and strategic management a systematic overview of the developments in scholarly thinking is presented

Historical Studies in International Corporate Business Alice Teichova, Maurice Lévy-Leboyer, Helga Nussbaum, 2002-07-18 This 1989 book is the sequel to *Multinational Enterprise in Historical Perspective* 1986 in which the same editorial team continues the historical exploration of a vital but often misconstrued commercial phenomenon The contributory essays each written by an authority in the field raise further questions on the idea of the firm on periodisation and on research and development and examine the international financial operations of worldwide corporate business With the aid of trans industrial and transnational comparisons the range of policies pursued by business and government is fully discussed Above all this discussion is extended to include the production of mass consumer goods and the areas of China Japan and Latin America All the contributions are based on original historical research undertaken in national and private bank and business archives in Europe the USA and Japan In their critical assessments and interpretations the authors are also able to combine economic theory with history

Multinational Enterprises and Tort Liabilities Muzaffer Eroglu, 2008-01-01 This book conducts an interdisciplinary and comparative examination of tort liabilities of multinational enterprises MNEs It examines the social economic managerial and

legal characteristics of MNEs and compares the findings of this examination to the current understanding of MNEs in the way that tort liability is applied to them Existing laws and principles related to liability of MNEs are explored from a variety of jurisdictions with the aim of assessing whether these laws are adequate for the challenges that modern MNEs create Muzaffer Eroglu also proposes solutions to the problems of tort liability of MNEs Comparing the theory of control in existing laws and the theory of control in business management structure Multinational Enterprises and Tort Liabilities will be of great interest to academics researchers students and practitioners It will also appeal to NGOs particularly interested with the liabilities of MNEs for their human rights breaches

**The Oxford Handbook of Business History** Geoffrey Jones, Jonathan Zeitlin, 2008-01-24 Introduction Approaches and debates Forms of business organization Functions of enterprise Enterprise and society

*The Oxford Encyclopedia of Economic History* Joel Mokyr, 2003 What were the economic roots of modern industrialism Were labor unions ever effective in raising workers living standards Did high levels of taxation in the past normally lead to economic decline These and similar questions profoundly inform a wide range of intertwined social issues whose complexity scope and depth become fully evident in the Encyclopedia Due to the interdisciplinary nature of the field the Encyclopedia is divided not only by chronological and geographic boundaries but also by related subfields such as agricultural history demographic history business history and the histories of technology migration and transportation The articles all written and signed by international contributors include scholars from Europe Latin America Africa and Asia Covering economic history in all areas of the world and segments of economies from prehistoric times to the present The Oxford Encyclopedia of Economic History is the ideal resource for students economists and general readers offering a unique glimpse into this integral part of world history

**Canadian Multinationals and International Finance** Gregory P. Marchildon, Duncan McDowall, 2013-12-02 Seven studies explore the modest but significant role of Canadian multinational enterprises in world finance trade and direct investment Presents a historical overview analyses of individual companies and considerations of whole industries

**Multinationals and Global Capitalism** Geoffrey Jones, 2005 This book provides a unique contribution to contemporary globalization debates by providing an accessible survey of the growth and role of multinational enterprises in the world economy over the last two hundred years The author shows how entrepreneurs built a global economy in the nineteenth century by creating firms that pursued resources and markets across borders It demonstrates how multinationals shifted strategies as the first global economy disintegrated in the political and economic chaos between the two world wars and how they have driven the creation of the contemporary global economy Many of the issues of the global economy have been encountered in the past This book shows how entrepreneurs and managers met the political ethical cultural and organizational challenges of operating across national borders at different times and in different environments The role of multinationals is placed within their wider political and economic context There are chapters on the impact of multinationals and on relations with governments The focus on the shifting roles of firms

and industries over time rather than abstract trade and capital flows provides compelling evidence on the diversity and discontinuities of the globalization process The book explains the history of multinationals across a wide spectrum of manufacturing service and natural resource industries from an international perspective which ranges widely across different countries It provides an essential historical framework for understanding global business An accessible survey of the history of international business worldwide this book will be key reading for students taking courses in International Business Business History Multinationals and Entrepreneurship and of interest to academics and researchers working in these areas

**The Oxford Handbook of International Business** Alan M. Rugman, 2003 This handbook synthesises some literature of the last 40 years in 28 chapters The coverage is split into the following areas the history and theory of the multinational enterprise the political and policy environment of international business

America's China Trade in Historical Perspective Ernest R. May, John King Fairbank, 1986 This volume explores commercial relations between the United States and China from the eighteenth century until 1949 fleshing out with facts the romantic and shadowy image of the China trade These nine chapters by specialists in the field have developed from papers they presented at a conference supported by the national Committee on American East Asian Relations The work begins with an Introduction by John K Fairbank then moves on to analysis of the old China trade up to the American Civil War centering on traditional Chinese exports of tea and silk A second section deals with American imports into China cotton textiles and textile related goods cigarettes kerosene Finally the impact of the trade on both countries is assessed and the operations of American owned and multinational companies in China are examined For both the United States and China the economic importance of the trade proves to have been less than the legend might suggest

The Oxford Handbook of Banking and Financial History Youssef Cassis, Richard S. Grossman, Catherine R. Schenk, 2016-06-23 The financial crisis of 2008 aroused widespread interest in banking and financial history among policy makers academics journalists and even bankers in addition to the wider public References in the press to the term Great Depression spiked after the failure of Lehman Brothers in November 2008 with similar surges in references to economic history at various times during the financial turbulence In an attempt to better understand the magnitude of the shock there was a demand for historical parallels How severe was the financial crash Was it in fact the most severe financial crisis since the Great Depression Were its causes unique or part of a well known historical pattern And have financial crises always led to severe depressions Historical reflection on the recent financial crises and the long term development of the financial system go hand in hand This volume provides the material for such a reflection by presenting the state of the art in banking and financial history Nineteen highly regarded experts present chapters on the economic and financial side of banking and financial activities primarily though not solely in advanced economies in a long term comparative perspective In addition to paying attention to general issues not least those related to theoretical and methodological aspects of the discipline the volume approaches the banking and financial world from four distinct but

interrelated angles financial institutions financial markets financial regulation and financial crises      **The Cambridge History of Capitalism: Volume 2, The Spread of Capitalism: From 1848 to the Present** Larry Neal, Jeffrey G.

Williamson, 2014-01-23 The second volume of The Cambridge History of Capitalism provides an authoritative reference on the spread and impact of capitalism across the world and the varieties of responses to it Employing a wide geographical coverage and strong comparative outlook a team of leading scholars explore the global consequences that capitalism has had for industry agriculture and trade along with the reactions by governments firms and markets The authors consider how World War I halted the initial spread of capitalism but global capitalism arose again by the close of the twentieth century They explore how the responses of labor movements compounded by the reactions by political regimes whether defensive or proactive led to diverse military and welfare consequences Beneficial results eventually emerged but the rise and spread of capitalism has not been easy or smooth This definitive volume will have widespread appeal amongst historians economists and political scientists      *The Oxford Handbook of International Business Strategy* Kamel Mellahi, Klaus Meyer, Rajneesh

Narula, Irina Surdu, Alain Verbeke, 2021-01-07 The growth of the multinational enterprise MNE has led to an increasing interest in international business strategy from scholars professionals and policy makers alike MNEs must contend with challenges in both their home and host international markets and increasingly uncertain conditions in the international business environment demand superior firm level capabilities for multinational firms to achieve and maintain competitive advantages in the long run This Handbook explores the progress made in international business strategy theory and practice in the last few decades Written by an international team of leading experts it captures the differences in motivations and decision making processes between smaller and larger firms private family and state owned firms and emerging or developed market multinationals It elaborates on the links between international strategy and the social responsibilities of the firm in its various host market contexts including the deployment of effective and ethical human resource practices in international markets Most importantly it lays out how the classic principles of international competitive strategy are transformed in today's markets in great part due to digitalization and provides suggestions on how MNEs can develop international business strategies to respond to these transformations The implications of these discussions for strategy and practice are becoming ever more profound This Handbook will prove a valuable resource for both international business scholars and practitioners

*Security and Insecurity in Business History* Mark Jakob, Nina Kleinöder, Christian Kleinschmidt, 2021-04-22 In der Unternehmensgeschichte wurde das Thema Sicherheit bislang wenig systematisch bearbeitet Der Band macht einen ersten Versuch die Ansätze der Historischen Sicherheitsforschung auf Unternehmen anzuwenden und die historische Dynamik von Sicherheit jenseits statischer Risikobegriffe an Fallbeispielen seit dem späten 19. Jahrhundert zu analysieren Gemäß den theoretischen Annahmen der Historischen Sicherheitsforschung gehen wir davon aus dass die konkrete Bedeutung von Sicherheit im jeweiligen historischen Zusammenhang verhandelt wurde Die Sicherheitserwartungen von Unternehmen k

nnen nicht allein aus ihrer Orientierung an Marktrisiken erkl rt werden Ihre Wahrnehmung von Risiko und Gefahr folgte historisch wandelbaren Sicherheitsgrammatiken Mit Beitr gen von Marcus B ick Christian Kleinschmidt Mark Jakob Nina Klein der Sabine Pitteloud Kristin Stanwick B rn s Christian Marx Ole Sparenberg Sascha Br nig und Eva Sch ffler Dieser Band steht im Zusammenhang mit der Nomos Schriftenreihe Politiken der Sicherheit die vom Sonderforschungsbereich Transregio 138 Dynamiken der Sicherheit an den Universit ten Marburg und Gie en herausgegeben und unterst tzt wird

*The History of Foreign Investment in the United States, 1914-1945* Mira WILKINS, Mira Wilkins, 2009-06-30 Mira Wilkins the foremost authority on foreign investment in the United States continues her magisterial history in a work covering the critical years 1914 1945 Wilkins includes all long term inward foreign investments both portfolio by individuals and institutions and direct by multinationals across such enterprises as chemicals and pharmaceuticals textiles insurance banks and mortgage providers other service sector companies and mining and oil industries She traces the complex course of inward investments presents the experiences of the investors and examines the political and economic conditions particularly the range of public policies that affected foreign investments She also offers valuable discussions on the intricate cross investments of inward and outward involvements and the legal precedents that had long term consequences on foreign investment At the start of World War I the United States was a debtor nation By the end of World War II it was a creditor nation with the strongest economy in the world Integrating economic business technological legal and diplomatic history this comprehensive study is essential to understanding the internationalization of the American economy as well as broader global trends **Philosophy of Science and Meta-Knowledge in International Business and Management** Timothy

M. Devinney, Torben Pedersen, Laszlo Tihanyi, 2013-06-25 This volume explores major issues and concepts in the field of international business and management and asks the question What is it that we know It examines key topics such as multinational enterprise and strategic management theory post merger integration internalizing firms and the strategy performance relationship The Making of Global Enterprises Geoffrey Jones, 2020-07-24 This volume provides new insights

to the history of international business The international group of authors drawn from the United States Canada Britain and Japan address two main themes How has global business developed over the last century And what has been its impact on host economies These original and wide ranging essays prefaced by an extensive editorial introduction are required reading in courses on international business

*Global Business* Mark Casson, 2023-09-06 This fascinating book examines international business and multinational enterprise as part of a bigger picture considering the importance of two main components space and time Summarising the past five years Mark Casson reviews the changing role of multinational enterprises within the global economy and how leading firms have generated profitability and growth not only from innovations in technology and marketing but also by exploiting legal loopholes in tax and regulatory systems



## Whispering the Strategies of Language: An Emotional Quest through **Multinational Enterprise In Historical Perspective**

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