MGMT 955: Foundations of Multinational Management
Q3 (Spring) 2024
Wednesday 3:30pm – 6:30pm, Room TBD

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Course Description

The goal of the course is to provide you with a foundation in some of the major research areas that underpin the study of Multinational Management. International Business (and the study of Multinational Corporations) is an interdisciplinary field. As such, our survey of the seminal articles in the field will span a number of different theoretical and empirical approaches (i.e., economic, managerial, organizational, and institutional) as well as focus on different levels of analysis (i.e., country-, industry-, and organizational-levels). Much of our seminar discussions will focus on identifying and developing interesting research questions raised by this interdisciplinary literature, which offers many opportunities for systematic empirical study.

Course Requirements

The course grade will be based on the following components:

- Individual class participation (40%)
- Five reaction papers (50% or 10% each) for sessions discussing: (a) the main insights offered by the readings and the strengths and weaknesses of the means by which they deliver them, and (b) some research questions in your specific area of interest that use the insights. Papers should be 1-2 pages in length (single-spaced) and are due at the beginning of class.
- One data exercise (10%) due before class on 2/14 (more details later)

Students should read every assigned reading for each meeting, but students will be responsible for outlining and leading the discussion on one of the assigned readings for each meeting, which they should read particularly closely.

Readings. Each week we will discuss ~six papers (i.e., ~150-200 pages). Our goal is to introduce
you to the seminal theoretical arguments, authors and methodological approaches that define the field of multinational management.

There is no course pack for this class. PDF versions of the readings will be made available.

**Participation**. Regular attendance and participation are critical to this course. You should complete the assigned readings and written assignments prior to each class. You are encouraged to prepare for class with your colleagues; however, each member of the class should be fully conversant in the material—expect to participate in every class.

**Policy on Auditors**

Advanced students and/or visitors who do not wish to enrol as full participants are welcome to audit the course, under the following conditions: (1) you commit to attend at least 75% of the class sessions, and inform me in advance which sessions you will attend; (2) you participate fully in the sessions that you attend, including doing a “fair share” of class discussion.
Class 1 (1/17/24): International Management: Introduction and Overview of the Field (Vit)


Class 2 (1/24/24): Political Risks, Stakeholders and Strategy (Vit)


**Class 3 (1/31/24): Institutional Pressures and Fields (Vit)**


**Class 4 (2/7/24): Transaction Cost / Internalization and Entry Mode (Vit)**


DATA ASSIGNMENT: Several of the papers you’ll read this week use conditional choice models to estimate firm’s geographic location choices. To help you understand the basic structure of those models, I will give you a (relatively) brief data task that you must complete before class. I’ll post the assignment on Canvas at least two weeks early.


Class 6 (2/21/24): Global Strategy (Zeke)

*Global diversification & performance*


*Location strategy (agglomeration/location choice)*


Adaptation, aggregation, arbitrage strategies


Class 7 (2/28/24): Organizational-Level – Process and Structure inside the MNC (Zeke)


