

# PhD-course: Re-framing Globalization - 5 hp – Västerås, Sweden

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## Purpose

The course aims at providing the participants with an understanding of how globalization can be understood as an academic subject with a focus on international business. The course also aims at developing the PhD-candidates' understanding of traditional and emerging issues surrounding global interdependence. The course will include a discussion of what contemporary research says about the new era of globalization, signified by lockdowns, protectionism and anti-globalization movements.

## General course information

The course requirement is being admitted as a PhD-student in Industrial economics and organization, Business administration or similar social science-oriented subjects. The course is designed for about 10-15 students. The course is open for students from outside MDH and is free of charge for members of the SNABS network as well as for the Swedish Research School of Management and Information Technology. For information and for applying for the course please contact Madéline Westerberg: [madelene.westerberg@mdh.se](mailto:madelene.westerberg@mdh.se). It will be possible to participate remotely via zoom.

## Learning objectives

After the course, the PhD-candidate shall be able to:

### *Knowledge and Understanding*

1. Explain and describe some main theoretical perspectives in international business/globalization studies
2. Give an account of scientific theoretical and methodological concepts and perspectives that are related to studies in international business/globalization

### *Skills and Abilities*

3. Show ability to identify, describe and analyze theoretical issues in on-going globalization debates
4. Show ability to identify, motivate and formulate a relevant research problem connected to international business/globalization studies

### *Evaluation Ability and Approach*

5. Seek, evaluate and critically interpret information relevant to a chosen research problem
6. Critically review, value and constructively comment on an academic text within the field of international business/globalization studies in writing and orally.

## Language

The course will be given in English.

## Teaching team, course directors and examiners

The teaching team will consist of staff from MDH. Course responsibility and examination: Emilia Rovira Nordman and Emre Yildiz from MDH

## Learning activities

The learning activities are concentrated to six days according to the following:

Session date	Theme	Teacher
Module 1 (9.15-12.00), November 18	From mercantilism to born globals - an introduction to IB theory	Emilia Rovira Nordman
Module 2 (9.15-12.00), November 25	International strategy in MNEs – the backbone of IB	Ulf Andersson
Module 3 (9.15-12.00), December 2	How internet changed IB – insights for international e-commerce	Aswo Safari
Module 4 (9.15-12.00), December 16	Models of collaboration in IB research – Theoretical foundations and future directions.	Emre Yildiz
Module 5 (9.15-12.00), January 13	China's geopolitical ambitions and international business	Gustav Sundqvist
Module 6 (9.15-12.00), Mini-conference, January 27	Presentation and opposition of course papers	TBD

## Examination

The examination consists of two parts:

- 1) Learning memos (for each module)
- 2) Course paper + presentation and opposition

## Learning Memos

The learning memos are 1-2 pages (Times New Roman, 12pt. 1.5 line spacing).

- 1) Choose one (empirical paper) from the reading list for the upcoming module and answer the following questions:
  - Summarize the main theory that the paper is based on
  - What method/s is/are used by the authors and why have the researcher/s chosen to use this method?
  - Do you think that the theory would still provide a suitable basis for analyzing

empirical material that is collected today? What are the boundary conditions of the theory? In what areas and under which assumptions does this theory apply/not apply?

- From the perspective of your planned dissertation, what is the most interesting thing about the paper?

Learning memos are due on Friday lunch at 12.00 the week before each upcoming module.

### Course Paper

You are expected to write an individual course paper based on (one or more) theories that are discussed during the course. In this paper you are expected to identify, motivate and formulate a relevant research problem in international business/globalization studies. Use a theory that has been discussed during the course to analyze your research problem and discuss its relevance for solving the identified research problem. Read more articles that use this theory to extend your knowledge about the theory's applicability. Refer to these articles in your course paper (use the Harvard citation guide<sup>1</sup>). When doing this you get the opportunity to reflect on the conditions of knowledge production in international business/globalization studies. What do we already know and what do we need to investigate further? What additional knowledge is needed? Do you see any need for theory modification or new theory development?

The course papers should be between 5000 - 7000 words (Times New Roman, 12pt. 1.5 line spacing) The papers will be presented and discussed on the final day of the course at a mini-conference. At this conference, you should be prepared to both present your paper (a 10-minute presentation) and critically review fellow students' work (orally and in writing).

<b>Theme</b>	<b>Examination</b>	<b>Points</b>	<b>Relates to the following learning objectives</b>
From mercantilism to born globals - an introduction to IB theory	Learning Memo	0,5	1, 2
International strategy in MNEs – the backbone of IB	Learning Memo	0,5	1, 2
How internet changed IB – insights for international e-commerce	Learning Memo	0,5	1, 2
Models of collaboration in IB research – Theoretical foundations and future directions.	Learning Memo	0,5	1, 2
China's geopolitical ambitions and international business	Learning Memo	0,5	1, 2
Relevant research problem	Course paper	1,5	3, 4, 5
	Presentation and	1	6

<sup>1</sup> <https://www.mendeley.com/guides/harvard-citation-guide>

	opposition of course papers		
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### Mandatory attendance

All class sessions are mandatory. This is to facilitate your learning process as the seminars provide the opportunity to discuss and debate, ask follow-up questions and discuss any loose threads, prepare your work and really get to the core of the subject. All participation in the seminars is based on you preparing the learning memos in advance.

If you nevertheless must miss a module, you will have to write a make-up assignment. The make-up assignment consists of a prolonged learning memo (where you need to discuss all the empirical papers in the missed module).

### Literature

The readings for this course are mostly articles published in well-known academic journals, for example *Journal of International Business Studies*, *Entrepreneurship Theory and Practice*, *Journal of Business Venturing*, *International Business Review*, *Strategic Management Journal* and *Business and Society*

A detailed syllabus with exact references to mandatory articles is specified under each session. Students are responsible for downloading articles that are accessible through the libraries at their home institutions.

### Literature (under construction)

<b>From mercantilism to born globals - an introduction to IB theory</b>
Johanson, J., & Vahlne, J.-E. (1977). The internationalization process of the firm — A model of knowledge development & increasing foreign market commitments. <i>Journal of International Business Studies</i> , 8(1), 23–32.
Melén, S., & Rovira Nordman, E. (2009). The internationalisation modes of born globals: A longitudinal study. <i>European Management Journal</i> , 27(4), 243–254.
McDougall, P. P., Shane, S., & Oviatt, B. M. (1994). Explaining the formulation of international new ventures: The limits of theories from international business research. <i>Journal of Business Venturing</i> , 9(6), 469–487.
Nambisan, S. (2016). Digital entrepreneurship: toward a digital technology perspective of entrepreneurship. <i>Entrepreneurship Theory and Practice</i> , 41(6), 1029–1055.
Rugman, A. M. (2010). Reconciling internalization theory and the eclectic paradigm. <i>Multinational Business Review</i> , 18(2), 1-12.
<b>International strategy in MNEs – the backbone of IB</b>
Ghoshal, S. (1987). Global strategy: An organizing framework. <i>Strategic Management</i>

*Journal*, 8(5), 425-440.

Kogut, B. & U. Zander (1993), Knowledge of the firm and the evolutionary theory of the multinational corporation. *Journal of International Business Studies*, 24(4), 625-645.

Andersson, U., Forsgren, M. & Holm, U. (2002) 'The Strategic Impact of External Networks - Subsidiary Performance and Competence Development in the Multinational Corporation', *Strategic Management Journal*, 23(11), 979-996.

Benito, G.R.G. (2005). Divestment and international business strategy. *Journal of Economic Geography*, 5(2), 235-251.

Andersson, U., Forsgren, M. & Holm, U. (2007) 'Balancing Subsidiary Influence in the Federative MNC – a Business Network Perspective', *Journal of International Business Studies*, 38(5), 802-818.

Grøgaard, B. (2012). Alignment of strategy and structure in international firms: An empirical examination. *International Business Review*, 21(3), 397-407.

### **How internet changed IB – insights for international e-commerce**

Eastlick, M. A., Lotz, S. L., & Warrington, P. (2006). Understanding online B-to-C relationships: An integrated model of privacy concerns, trust, and commitment. *Journal of Business Research*, 59(8), 877-886.

Edwards, S. M., Lee, J. K., & Ferle, C. L. (2009). Does place matter when shopping online? Perceptions of similarity and familiarity as indicators of psychological distance. *Journal of Interactive Advertising*, 10(1), 35-50.

Harrison-Walker, L. J. (2002). If you build it, will they come? Barriers to international e-marketing. *Journal of Marketing Theory and Practice*, 10(2), 12-21.

Safari, A., & Thilenius, P. (2013). Alleviating uncertainty through trust: A narrative approach to consumers' foreign online purchasing behaviour. *Journal of Customer Behaviour*, 12(2-3), 211-226.

Safari, A., Thilenius, P., & Hadjikhani, A. (2013). The Impact of psychic distance on consumers' behavior in international online purchasing. *Journal of International Consumer Marketing*, 25(4), 234-249.

Yamin, M., & Sinkovics, R. R. (2006). Online internationalisation, psychic distance reduction and the virtuality trap. *International Business Review*, 15(4), 339-360.

### **Models of collaboration in IB research – Theoretical foundations and future directions**

Björkman, I., Stahl, G. K., & Vaara, E. (2007). Cultural differences and capability transfer in cross-border acquisitions: The mediating roles of capability

complementarity, absorptive capacity, and social integration. *Journal of International Business Studies*, 38(4), 658-672.

Christoffersen, J. (2013). A review of antecedents of international strategic alliance performance: synthesized evidence and new directions for core constructs. *International Journal of Management Reviews*, 15(1), 66-85.

Nippa, M., & Reuer, J. J. (2019). On the future of international joint venture research. *Journal of International Business Studies*, 50(4), 555-597.

Sarala, R. M., & Vaara, E. (2010). Cultural differences, convergence, and crossvergence as explanations of knowledge transfer in international acquisitions. *Journal of International Business Studies*, 41(8), 1365-1390.

Shimizu, K., Hitt, M. A., Vaidyanath, D., & Pisano, V. (2004). Theoretical foundations of cross-border mergers and acquisitions: A review of current research and recommendations for the future. *Journal of International Management*, 10(3), 307-353.

Yildiz, H. E., & Fey, C. F. (2016). Are the extent and effect of psychic distance perceptions symmetrical in cross-border M&As? Evidence from a two-country study. *Journal of International Business Studies*, 47(7), 830-857.

### **China's Geopolitical Ambitions and International Business**

Hofman, P. S., Moon, J., & Wu, B. (2017). Corporate social responsibility under authoritarian capitalism: Dynamics and prospects of state-led and society-driven CSR. *Business & Society* 56(5), 651-71.

Huotari, M., Weidenfeld, J., & Arcesati, R. (2020). Managing economic cooperation and competition with China: Towards a more integrated European trade policy approach. See link: [https://merics.org/sites/default/files/2020-05/200312\\_MERICS\\_Report\\_MECC\\_final\\_3.pdf](https://merics.org/sites/default/files/2020-05/200312_MERICS_Report_MECC_final_3.pdf).

Kim, S.H., Udawatte, P., & Yin, J. (2018). The effects of corporate social responsibility on real and accrual-based earnings management: Evidence from China. *Australian Accounting Review* 29(3), 580-94.

Meunier, S. (2014). Beggars can't be choosers': The European crisis and Chinese direct investment in the European Union. *Journal of European Integration*, 36(3), 283-302.

Pareja-Alcaraz, P. (2017). Chinese investments in southern Europe's energy sectors: Similarities and divergences in China's strategies in Greece, Italy, Portugal and Spain. *Energy Policy*, 101, 700-710.

Rühlig, T. (2020). Who controls Huawei? Implications for Europe. *UI Paper*. See link: <https://www.ui.se/globalassets/butiken/ui-paper/2020/ui-paper-no.-5-2020.pdf>.