

## Dissertation Seminar

### ***INTERNATIONALIZATION STRATEGY CASE STUDIES***

**Academic Year:** 2016/2017  
**September – December 2016**

**Instructor:** Laure LEGLISE  
**Max. number of students:** 6

---

#### Seminar Description

---

The aim of the seminar is to help students research and complete their Master's thesis by providing them with a theoretical and practical framework, including guidance on resources, requirements and tools to plan and complete their thesis.

The seminar will focus on the theme of internationalization strategy. Although the internationalization of firms began centuries ago, the phenomenon of globalization, the opening of new markets and the stagnation of developed markets make research on international strategies still relevant from a practical as well as societal standpoint. Several topics are worth exploring.

First, despite the countless comments on globalization and the use of terms such as “hyperglobalization”, organizational research allows to shed a new light on this phenomenon. Potential questions to be addressed include (but are not limited to):

- How can internationally operating firms manage language diversity?
- How important is knowledge in the success of internationalization?
- How do multinationals create and transfer innovation and knowledge across regions?
- How are the colonial and cultural links facilitating or hindering relationships?
- What role do networks play in the internationalization process?
- What support or constraint do companies experience from domestic and/or foreign country institutions?

Second, while previous research on international business mainly focused on large multinational enterprises (MNEs) and then on SMEs, more research could be done on the internationalization strategy of SMEs. Master's thesis could explore some of the following questions:

- Do the modes of internationalization differ between small and big firms?
- Do SMEs face specific difficulties?
- How do SMEs engage in networks and choose partners?

Third, the opening and rapid growth of markets in emerging and developing countries raise many questions. Companies are turning nowadays to the consumers of these countries, with a very low purchasing power but which collectively represent very significant markets. The strategic initiatives that are being implemented today to crack these "new" markets call for a reflection on the keys to success.

- What determines the success and failure of companies in emerging and developing countries?
- Can companies transpose their domestic strategic practices in other geographical areas?

These topics are mere suggestions which leave ample room for other proposals of the students.

Regarding the case study method, students will have to study from a strategic standpoint **the case of one or two companies** entering a new geographical market. **Case study is a qualitative method which aims to gain a deep understanding of the phenomenon studied.** Data are collected through interviews, internal and external documents, observations.

---

### Seminar Content

---

The first part of the workshop consists of a series of short lectures, illustrated by practical demonstrations of relevant tools and methods. These sessions are meant to help the student (i) find or clarify his/her research question, (ii) start doing his/her literature review, (iii) plan his/her research, and (iv) conduct his/her case study.

At each session, time will be devoted to the student's personal work. The students are also expected to comment and discuss each other's works.

The second part of the workshop consists in individual meetings.

---

### Seminar requirements

---

Students will complete a number of readings, short writing and research assignments, as well as drafts of sections of their thesis.

Regular attendance is required.

---

### Seminar Objectives

---

The aim of the workshop is to help students research and complete their Master's thesis by providing them with a theoretical and practical framework, including guidance on resources, requirements and tools to plan and complete their thesis.

---

### Biography

---

Laure LEGLISE graduated from Ecole Normale Supérieure de Cachan, La Sorbonne, IAE Paris/HEC and University of Paris 12. She is now completing a PhD in management at University Paris Dauphine. She taught management and economics at various levels (university, business schools and high school) in France for seven years, including three years as Teaching Assistant at University Paris la Sorbonne. She also was a consultant at ABPCD, a French development agency, and worked at the AFD (Agence Française de Développement) and at the French Trade Office in New York. Her research interests are in international strategy, international management, emerging and developing countries and diffusion of theories and practices.

---

### Contact(s) and Office Hours

---

By appointment only: [laure.leglise@gmail.com](mailto:laure.leglise@gmail.com)

## Schedule

---

### Session # 1 (September, 8, 2pm-3.30pm)

- Introduction and purposes of the workshop
- Criteria to evaluate a thesis
- The Internationalization theme
- What is a case study
- The definition of the research question
- The search for a company suitable for the case study

### Session # 2 (September, 8, 3.30pm-5pm)

- Discussion of two examples of thesis
- The structure of a Master's thesis
- The literature review: objectives and tool
- The documentation of the sources
- Discussion of the students projects

### Session # 3 (September, 29, 2pm- 3.30pm)

- The nuts and bolts of case study research
- Tools to conduct a case study

### Session # 4 (October, 20, 2pm-3.30am)

- Presentation and discussion of the research proposal and the literature review
- The case study section

### Session # 5 (November, 2, 2pm-3.30pm)

- The methods of data analysis
- Discussion of the ongoing data collection

### Session # 6 (November, 16, 2pm-3.30pm)

- The methodology section
- Discussion of the students' ongoing works

### Session # 7 (To be scheduled in November)

- Individual meetings

### Session # 8 (To be scheduled in December)

- Individual meetings

### Deadlines

---

|  |                          |
|--|--------------------------|
| <b>Submission Deadline to the Advisor</b>                        | 20/12/2016               |
| <b>Deadline to complete Study Plan (to defend in February)</b>   | 28/12/2016               |
| <b>1<sup>st</sup> Submission Deadline to MSc Student Affairs</b> | 4/01/2017                |
| <b>Dissertation Defense Period</b>                               | 13/02/2017 to 24/02/2017 |
| <b>Deadline to complete Study Plan (to defend in May)</b>        | 28/03/2017               |
| <b>2<sup>nd</sup> Submission Deadline to MSc Student Affairs</b> | 3/04/2017                |
| <b>Dissertation Defense Period</b>                               | 8/05/2017 to 19/05/2017  |