

Dissertation Seminar International Strategy

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Nuno Cardeal & Ricardo Reis**

Max. Number of Students: **10**

Seminar Objectives:

The seminar aims at developing master theses focused on the study of the internationalization of certain industries relevant in the Portuguese economy, namely the wine industry and the agro-industry.

We want to study what specific industries can do better to promote themselves abroad.

A) The Portuguese Wine Industry

We picked the wine industry, since it is one where Portugal shows remarkable competitiveness, yet there seems to still be missing a lot in order for the Portuguese wine industry to be able to mature at an international level. Hence we suggest topics like:

- 1- characterizing the international dimension of the Portuguese wine industry in the different firms, wine regions, wine categories;
- 2- benchmarking the internationalization of the wine industries in the top producing countries like other traditional producers (France, Italy, Spain and Germany) and the new global wine powerhouses (California, Australia, South Africa, Chile);
- 3- characterizing international demand by looking at the top 10 wine markets in the World.
- 4- other dimensions of competitiveness of the Portuguese wine industry (innovation, production efficiency, marketing, the eno-tourism, etc)

We already selected this industry in the last two editions of this workshop and students successfully worked on some of these topics using different approaches: case-study, survey, empirical analysis.

B) The Agro-Industry

A similar stream of topics can be studied in the agro-industry. There has been significant progress in many local companies internationalizing in this industry, be it through increase in exports or through FDI (foreign direct investment).

- 1- Characterizing the international dimension of the Portuguese agro-industry in particular in some specific products (olive oil, tomato pulp, fresh produce, processed food...)
- 2- Benchmarking the internationalization of these industries looking at local success stories;
- 3- Benchmarking the internationalization of these industries looking at similar national stories;

Identifying and developing new dimensions of competitiveness



Seminar Methodologies:

We are open to all research methodologies (case study, analytical approach, survey, empirical data analysis,...), though it is likely advisable that building a case study is the most efficient way to approach these topics. You are free to focus on individual companies internationalizing, selecting a case of a particular product, building a case around a particular country/region (internationalizing to China/EU28) or a particular mechanism of internationalization (presence in international fairs, national agencies, etc).

Seminar Organization:

The seminar will have recurrent sessions with both professors. Attendance to these sessions is highly recommended and these take place during regular daytime school hours. Each one of the professors will be co-supervising your thesis, but you will have a main supervisor, that will be primarily responsible for providing feedback and assisting you.

Each supervisor will guide you on how they prefer to be in touch with you and using these tools.

Calendar:

The following sessions are mandatory (preliminary dates, subject to confirmation):

Date	Time	Objective
15/09/2017	10:00-12:00	Introduction and Rules of the Game
22/09/2017	10:00-12:00	Topic Selection Deadline
02/10/2017	10:00-12:00	Literature Review and Methodology Outline
03/11/2017	10:00-12:00	1-2 chapters
24/11/2017	10:00-12:00	Results discussion
30/11/2017	20:00	1 st draft of complete thesis
8 of December	20:00 Deadline	Hand in final version for supervisors' revisions – after this deadline, we reserve the right to use calendar restrictions as grounds for not submission in January.
Official January Deadline	Final deadline	Hand in to Student Affairs following MSc Program's procedures.
8 of March	20:00 Late Deadline	Hand in final version for supervisors' revisions – after this deadline, we reserve the right to use calendar restrictions as grounds for not submission in April.
Official March Deadline	Final Submission	Hand in to Student Affairs following MSc Program's procedures.

Literature and suggested readings:

We will provide suggested readings on the topics, but for now do *google scholar*, *jstor*, *webofscience* searches on topics such as:

- “internationalizing wine/agro industries”,
- “competitiveness in the wine/agro industries”,
- “innovation/i&D in wine/agro industries”, etc. or
- combinations thereof.

We have a few suggestions that we will share with you on the first sessions, but we urge you to spend 45mins to an hour gathering more...

When you gather the info from the searches, along with saving the pdf, please do the following table (use [link for excel example](#)):

Author(s)	Year	Title	Publication	Cited in:	Search:
Head, K. and Ries, J.	2010	<i>Do trade missions increase trade?</i>	Canadian Journal of Economics	10	“trade mission” on google scholar
...					

Deadlines:

The full list of dates and deadlines can be consulted [here](#).