

Dissertation Seminar **Internationalization Strategy Case Studies**

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Laure LEGLISE**

Max. Number of Students: **10**

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.

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

Regular and physical attendance is required.

No long distance supervision.

The seminar will focus on the theme of internationalization strategy. 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?
- What role do networks play in the internationalization process?
- What support or constraint do companies experience from domestic and/or foreign country institutions?
- How does the home country of a multinational company affect its internationalization?

Second, political events might modify the institutional environment of a particular host country within which a multinational company operates. Multinational corporations are set and function in highly complex environments and firms must deal with both market and nonmarket constraints and challenges. Potential questions to be addressed include (but are not limited to):

- How do service MNEs manage their socio-political interactions in different foreign markets?
- How and why do MNEs shift activities in response to differences in national corporate governance systems?
- How do MNEs work to change the national rules affecting business activities?

Third, the link and mutual influence between Corporate social responsibility and internationalization are worth exploring. Several topics can be investigated:

- The Base of the pyramid (BOP) Strategies
- How do internationalization CSR activities?
- The dilemma of CSR when internationalizing.

Finally, different types of organizations are worth exploring. The main focus of research in internationalization has been private companies, but the internationalization of state-owned enterprises, social entrepreneurs, universities or NGO's are interesting and promising topics. 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 (which are not quantitative surveys), internal and external documents, observations. This is a research method and will not result in a teaching case.

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 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.

Bibliography / Recommended Textbook(s) / Additional Readings:

Eriksson, P., & Kovalainen, A. (2016). Qualitative methods in business research (2nd edition). Los Angeles: SAGE.

A list of readings will be provided on moodle.

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 CSR.

Contact(s) and Office Hours:

By appointment only: 115200085@clsbe.lisboa.ucp.pt

Schedule:

Session # 1 (September, 7, 9.30am-11am)

- Introduction and purposes of the seminar
- The role of the supervisor/The job of the student
- Deadlines
- Guidelines
- Criteria to evaluate a thesis
- The Internationalization theme
- The research question
- What is a case study
- The search for a company suitable for the case study

Session # 2 (September, 7, 11am-12.30pm)

- The structure of a Master's thesis
- The outline of the introduction
- The literature review
- How to avoid plagiarism

Session # 3 (September, 28, 9.30am-11am)

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

Session # 4 (September, 28, 11am-12.30pm)

- Examples of case studies
- The structure of the case study report
- The do's and don'ts
- Tools to write the case study

Session # 5 (October, 18, 9.30am-11am)

- What is coding?
- The stages of coding
- Examples and practice
- How to report the data analysis process
- How to present the findings section
- Discussion of the ongoing data collection

Session # 6 (November, 8, To be defined)

- Individual meetings

Session # 7 (November, 22, 9.30pm- 11pm)

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

Session # 8 (To be scheduled in the first week of December)

- Individual meetings

Deadlines:

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