



INTERNATIONAL BUSINESS

9 CFU - 1° semestre

Docente titolare dell'insegnamento

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Orario ricevimento: Lun-Mar 12:00-13:00

CONTENUTI DEL CORSO

- **GLOBALISATION AND THE MULTINATIONAL ENTERPRISE**
 - Concetti di base e trend relative all'internazionalizzazione
 - Prospettiva istituzionale
 - Prospettiva resource-based
 - **STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE**
 - Strategie di entrata in mercati esteri
 - Dinamiche concorrenziali
 - Strategie globali
 - Organizzazione e innovazioni all'interno dell'impresa multinazionale
 - Management delle risorse umane
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- **NEW ISSUES IN IB**
 - Mercati emergenti
 - Imprese che originano in mercati emergenti

TESTI DI RIFERIMENTO

- **GLOBALISATION AND THE MULTINATIONAL ENTERPRISE**

Peng, M. e Meyer, K. (2016) International Business. Cengage Learning (Second Edition) - chapters 1, 2, 3, 4, 6 and 11
- **STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE**

Peng, M. e Meyer, K. (2016) *International Business*. Cengage Learning (Second Edition) - chapters 12, 13, 14, 15 e 16

▪ **NEW ISSUES IN IB**

- Elia, S. and Santangelo, G.D. (2017) The evolution of strategic asset-seeking acquisitions by emerging market multinationals. *International Business Review*, 26(5): 855-866.

- Emergent Giants Multinationals from China, India, Brazil, Russia, and even Egypt are coming on strong. They're hungry -- and want your customers. They're changing the global game", *Business Week* 31 July 2006. (pp.1-11)

http://oldsite.mahindrausa.com/pdfs/news/MUSA_Business-Week_article.pdf

- Guillen, M.F. & Esteban Garcia-Canal, E. (2009) "The American model of the multinational firm and the "new" multinationals from emerging economies". *Academy of Management Perspectives*, Vol. 23(2): 23-35.

- Khanna, T. & Palepu, K.G. (2010) "The Nature of Institutional Voids in Emerging Markets: Why Markets Fail and How to Make Them Work" in Khanna, T. & Palepu, K.G. *Winning in Emerging Markets*. Harvard Business School Press. (pp.1-29)

- Khanna, T., Palepu, K.G. & Sinha, J. (2005) Strategies that fit emerging markets, *Harvard Business Review* 83, 63-76.

- Meyer, K. (2015) "What is "strategic asset seeking FDI?", *Multinational Business Review*, 23, 57-66.

- Amazon in Emerging Markets. Case study by Nguyen-Chyung, A. and Faulk. E. (2014) WDI Publishing, pp. 1-36

- "Xiaomi Challenges Global Smartphone Leaders". Case study by Meyer, K. and Zhu, J. in Peng, M. and Meyer, K. *International Business* 2016 (Second Edition), pp. 506 - 510.

PROGRAMMAZIONE DEL CORSO

GLOBALISATION AND THE MULTINATIONAL ENTERPRISE

* Argomenti	Riferimenti testi
1 * Globalizing Business	Peng, M. e Meyer, K. (2016) chapter 1
2 * Formal Institutions: Political, Economic and Legal System	Peng, M. e Meyer, K. (2016) chapter 2
3 * Informal Institutions: Culture, Religion and Languages	Peng, M. e Meyer, K. (2016) chapter 3
4 * Firm Resources: Competitiveness and Growth	Peng, M. e Meyer, K. (2016) chapter 4
5 * Starting International Business	Peng, M. e Meyer, K. (2016) chapter 6 and 11

STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE

* Argomenti	Riferimenti testi
1 * Foreign Entry Strategies	Peng, M. e Meyer, K. (2016) chapter 12
2 * Competitive Dynamics	Peng, M. e Meyer, K. (2016) chapter 13
3 * Global Strategies and Acquisitions	Peng, M. e Meyer, K. (2016) chapter 14
4 * Organizing and Innovating in the MNE	Peng, M. e Meyer, K. (2016) chapter 15
5 * People in the MNE	Peng, M. e Meyer, K. (2016) chapter 16

NEW ISSUES IN IB

* Argomenti	Riferimenti testi
1 * The Nature of institutions Voids in Emerging Markets	Khanna, T. & Palepu, K.G. Winning in Emerging Markets. Harvard Business School Press. (pp.1-29)
2 * Strategies that fit emerging markets	Khanna, T., Palepu, K.G. & Sinha, J. (2005) Harvard Business Review - Amazon in Emerging Markets. Case study
3 * Emerging Multinationals	Business Week 2006 - Guillen, M.F. & Esteban Garcia-Canal, E. (2009) Academy of Management Perspectives
4 * strategic-asset seeking FDI by emerging multinationals	Meyer, K. (2015) Multinational Business Review - Elia, S. & Santangelo, G.D. (2017) International Business Review - "Xiaomi Challenges Global Smartphone Leaders". Case study

* Conoscenze minime irrinunciabili per il superamento dell'esame.

N.B. La conoscenza degli argomenti contrassegnati con l'asterisco è condizione necessaria ma non sufficiente per il superamento dell'esame. Rispondere in maniera sufficiente o anche più che sufficiente alle domande su tali argomenti non assicura, pertanto, il superamento dell'esame.

VERIFICA DELL'APPRENDIMENTO

MODALITÀ DI VERIFICA DELL'APPRENDIMENTO

- **GLOBALISATION AND THE MULTINATIONAL ENTERPRISE**

Prova scritta

- **STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE**

Prova scritta

- **NEW ISSUES IN IB**

Prova scritta
