



Northeastern University
Center for Emerging Markets
at the D'Amore-McKim School of Business



Journal of World Business Special Issue Workshop
How Does a Multinational Company's Home Country Matter?
Northeastern University, Boston, MA, June 15, 2017

Welcome!

The Center for Emerging Markets at Northeastern University welcomes you to the Journal of World Business Special Issue Workshop on “How Does a Multinational Company’s Home Country Matter?”

The objective of the special issue is to develop a better understanding of the theoretical mechanisms that explain how the home country influences the internationalization of the firm. We have selected papers that go beyond previous studies and expand theories and models of the multinational by explaining how the home country affects the internationalization of the firm. This includes not only analyses of EMNCs, but also studies of AMNCs as well as comparisons of the behavior of EMNCs and AMNCs. Studies of EMNCs are a natural laboratory for extending existing models of the multinational because the models have been built implicitly on the experience of AMNCs. Hence, studies that focus on EMNCs can provide new insights because their variation in home country characteristics and lower levels of economic, social, and political development facilitate the identification of mechanisms and a comparison of differences with current models. Moreover, the home country tends to be more important to EMNCs than to incumbent AMNCs, providing another base for understanding how the home country affects internationalization. Studies of AMNCs can provide useful insights as well, as long as they focus on advancing our theoretical understanding of the role of home country on internationalization. Comparative studies can be particularly useful by providing contrast and diversity in the home country’s influence on firms’ internationalization.

The purposes of the workshop are to provide face-to-face suggestions for improvement that will help deepen and sharpen the arguments of the papers, and to facilitate the development of the community of scholars interested in the topic. The special issue attracted over 80 submissions, making the process very competitive. The papers presented at the workshop are a selected few that were sent out for review and received a revise and resubmit.

If you would like to attend the workshop to listen to the presentations, learn about the frontiers of research and help improve the papers, please send an email to cem@neu.edu to register.

We look forward to seeing you in Boston!

The Special Issue Editors: Alvaro Cuervo-Cazurra, Northeastern University
 Yadong Luo, University of Miami
 Ravi Ramamurti, Northeastern University



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Biographies of the Editors of the Special Issue



Alvaro Cuervo-Cazurra is Professor of International Business and Strategy at Northeastern University. He studies the internationalization of firms, with a special interest in emerging market multinationals; capability upgrading, particularly technological capabilities; and governance issues, focusing on corruption in international business. His seventy research papers appear in leading academic journals, such as *Academy of Management Journal*, *Journal of International Business Studies*, *Strategic Management Journal* and *Research Policy*, and in edited books. He is co-editor of *Global Strategy Journal*, was the reviewing editor of *Journal of International Business Studies* and serves on the board of other leading journals such as *Strategic Management Journal*. He is an elected Fellow of the Academy of International Business and serves on the Executive Committee of the International Management Division at the Academy of Management. He was awarded a Ph.D. from MIT.



Yadong Luo is the Emery M. Findley Distinguished Chair of Graduate Business Studies and Professor of Management at the University of Miami. He is an elected Fellow of Academy of International Business. Professor Luo has published over 160 articles in major refereed journals in management and international business, including AMJ, ASQ, AMR, SMJ, JIBS, JAP, *Org. Science*, among others. His research interests include global corporate strategy, global corporate governance, international joint ventures, and management in emerging economies, among others. Professor Luo received his Ph.D. from Temple University. Prior to coming to the United States, he was a provincial official in charge of international business in China. He has served as senior editor, guest editor or consulting editor of several journals including JIBS, JWB, AMJ, GSJ, and MOR. He has received numerous research, teaching and service awards at U. of Miami and U. of Hawaii where he taught before joining UM.



Ravi Ramamurti is DMSB Distinguished Professor of International Business and Strategy and Director of the Center for Emerging Markets at the D'Amore-McKim School of Business, Northeastern University. He received a DBA from Harvard University. He was elected a Fellow of the Academy of International Business. Professor Ramamurti does research and consulting on global strategy and innovation in emerging economies. He is the author or editor of seven books, including three on EMNCs published by Cambridge University Press. His research has appeared in several journals, including *Academy of Management Review*, *California Management Review*, *Global Strategy Journal*, *Harvard Business Review*, *Journal of International Business Studies*, *Journal of World Business*, *Long Range Planning*, *Management Science*, and *World Development*. He has been a visiting professor at Harvard Business School, MIT's Sloan School of Management, IMD-Switzerland, and the Wharton School, U. of Pennsylvania. He founded and heads NU's Center for Emerging Markets since 2007. Professor Ramamurti served as Division Chair, Program Chair, and Pre-Conference Chair for the Academy of Management's International Management Division. He has served on several editorial boards, including JIBS, GSJ, JIM, and MIR.



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Agenda

Thursday, June 15th, 2017

140 The Fenway, Room 378, Northeastern University, 360 Huntington Ave, Boston MA

- 8:30-8:40** Welcome. **Alvaro Cuervo Cazorra**, Northeastern University; **Yadong Luo**, University of Miami; **Ravi Ramamurti**, Northeastern University
- 8:40-9:15** *The Interplay Between Home and Host Country Institutions: The Case of Private Equity Investments in Emerging Markets.* Santiago Mingo, Universidad Adolfo Ibanez; Marc Junkunc, Virginia Tech; **Francisco Morales**, University of Colorado-Boulder
- 9:15-9:50** *State Ownership and International Expansion: The Moderating Role of Home Institutions.* **Jing Li**, Simon Fraser University; Jun Xia, University of Texas at Dallas; Daniel Shapiro, Simon Fraser University; Zhouyu Lin
- 9:50-10:25** *Home Bitter Home: How Labor Protection Influences Firms' Offshore Outsourcing.* **David Weng**, City University of Hong Kong; Mike Peng, University of Texas at Dallas
- 10:25-10:35** Break
- 10:35-11:10** *State Involvement in the Internationalization of Emerging Economy Multinationals: An Institutional Work Perspective.* **Zheng Yan**, Monash University; Cherrie Zhu, Monash University; Di Fan, Curtin University; Paul Kalfadellis, Monash University.
- 11:10-11:45** *No place like home? How EMNCs in Distressed Contexts Arbitrage Resources, Values and Opportunities Abroad.* **Ramzi Fathallah**, Ivey Business School; Oana Branzei, Ivey Business School; Jean-Louis Schaan, Ivey Business School
- 11:45-11:55** Conclusions. **Alvaro Cuervo Cazorra**, Northeastern University; **Yadong Luo**, University of Miami; **Ravi Ramamurti**, Northeastern University

Note: Authors whose name appears in bold will be presenting at the workshop.



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Campus map with the location of the conference





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Directions to Northeastern University
Visitor Directions and Parking, Main Campus

From the north (via Route I-93 or Route 1)

Take the Storrow Drive exit, and proceed to the Fenway exit. Follow signs for Boylston Street inbound, and bear right onto Westland Avenue. Turn right onto Massachusetts Avenue, proceed to the third traffic light, and turn right onto Columbus Avenue. The Renaissance Parking Garage is at 835 Columbus Avenue.

From the west (via Route I-90, Massachusetts Turnpike)

Take Exit 22 (Copley Square), and bear right. Proceed to the first traffic light, and turn right onto Dartmouth Street. Take the next right onto Columbus Avenue. The Renaissance Parking Garage is at 835 Columbus Avenue.

From the west (via Route 9)

Proceed east on Route 9; it will become Huntington Avenue. Turn right onto Ruggles Street. At the fourth traffic light, turn left onto Tremont Street. At the second set of lights, turn left onto Melnea Cass Boulevard, and then turn left onto Columbus Avenue. The Renaissance Parking Garage is at 835 Columbus Avenue.

From the south (via I-93, Route 3)

Take Exit 18 (Massachusetts Avenue/Roxbury/Frontage Road). Turn left at the third light, staying in one of the two left lanes. Proceed straight onto Melnea Cass Boulevard. Continue for approximately two miles and turn left onto Columbus Avenue. The Renaissance Parking Garage is at 835 Columbus Avenue.

From Logan Airport

Exiting Logan Airport, merge onto Route I-90 West/Mass Pike/Ted Williams Tunnel. Proceed about 1.5 miles, and then take Exit 24 toward Route I-93. Merge onto Route I-93 South via the exit on the left. Take Exit 18, Massachusetts Avenue, toward Andrew Square. Bear right onto the Massachusetts Avenue connector. Proceed straight on the connector, which becomes Melnea Cass Boulevard. Continue for approximately two miles and turn left onto Columbus Avenue. The Renaissance Parking Garage is at 835 Columbus Avenue.

Via public transportation

Northeastern is accessible by subway via the Green Line of the MBTA. From downtown Boston, take an "E" train outbound to the Northeastern stop, the first stop above ground. The campus can also be reached from downtown via the Orange Line by taking any train going outbound to Forest Hills and getting off at Ruggles Station. Commuter rail lines connect with the Orange Line at Ruggles Station, Back Bay Station, and North Station.



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Hotels near Northeastern University

The workshop does not have a preferred hotel. Here are a few hotels that are walking distance to Northeastern. For a complete list and rates please use aggregators like Kayak.com or Tripadvisor.com



Sheraton Boston Hotel
39 Dalton St, Boston, MA 02199
Phone: (617) 236-2000
www.sheratonbostonhotel.com



The Colonnade Boston Hotel
120 Huntington Ave, Boston, MA 02116
Phone: (617) 424-7000
www.colonnadehotel.com/



The Westin Copley Place
10 Huntington Ave, Boston, MA 02116
Phone: (617) 262-9600
www.westincopleyplaceboston.com



Hilton Boston Back Bay
40 Dalton St, Boston, MA 02115
Phone: (617) 236-1100
www3.hilton.com



Boston Marriott Copley Place
110 Huntington Ave, Boston, MA 02116
Phone: (617) 236-5800
www.marriott.com

