**Kawai & Chung (2019)**

**Questions**

1. What is the strength of this paper?
2. Discuss the contributions of this article with care.
3. Why do you think MNCs send expatriates (home country nationals) to foreign operations? What is the downside of sending them?
4. What does it mean by subsidiary knowledge creation? Find real cases that foreign subsidiaries were successful in translating new knowledge into profits.
5. Identify a MNC implementing transnational strategy in reality & elaborate on its strategic outcomes.
6. Clarify the logic of the conceptual framework in depth & draw managerial implications from the findings of the article.

**Lundbeck Korea**

**Questions**

1. Discuss the central point of this case clearly & concisely.
2. Explain (1) Lundbeck, (2) its strategic importance, & (3) the characteristics of the global pharmaceutical market.
3. Clarify key products developed & sold in the global CNS market in general. How about Lundbeck’s products?
4. Describe the details of (1) the Korean pharmaceutical market & (2) the Korean CNS industry.
5. Michael Andersen + Asif Rajar + Jin-Ho Jun?
6. What is the best solution to the competing issue of centralization & decentralization?

**Kent Chemical**

1. What is the main argument?
2. Characterize Kent Chemical in terms of business lines. Interpret the balance sheet (Exhibit 1) with care.
3. Assess Kent Chemical’s internationalization strategy.
4. Clarify the root cause of the problem relating to Kent Chemical’s reorganization process. Discuss effective ways to integrate KCI with KCP in detail.
5. What practical suggestions can be drawn from this case?