

Special Topics in Internationalization (2023-2024)

Introduction to the Course

PROF. DR. NORIFUMI KAWAI, MPIA (Pittsburgh)

Special Topics in Internationalization

Università degli Studi di Bergamo

Dipartimento di Scienze Aziendali

Bergamo, ITALY

Short Biography



■ Professional Experience

- Associate Professor in Global Strategy in the Department of Management at Sophia University (**Japan**)
- Assistant/Associate Professor in International Business in the University of Sussex Business School (**UK**)
- Postdoctoral Fellow in Mercator School of Management & Institute of East Asian Studies at Universität Duisburg-Essen (**Germany**)
- Public Relations Assistant in the Tokyo Liaison Office of the UN World Food Programme (**Japan**)



■ Education

- Ph.D in Managerial Economics in Mercator School of Management at Universität Duisburg-Essen (**Germany**)
- MPIA in International Political Economy in the Graduate School of Public & International Affairs at the University of Pittsburgh (**USA**)

Short Biography



■ Global Mobility

A grayscale world map is centered on the slide. Overlaid on the map are several red, hand-drawn curved lines that represent global connections or mobility paths between various continents and regions.

Let's Compete on a Planet of 7.8 Billion People !



■ Research Expertise

❖ International Human Resource Management

- Employee downsizing.
- Expatriate management.
- High performance work system & competitive superiority.

❖ Global Strategy

- Cross-border knowledge transfer processes.
- Headquarters-subsidiary relations.
- CEO psychological traits & MNC internationalization.
- Local sourcing strategies & MNC subsidiary performance.

❖ Entrepreneurship

- The consequences of entrepreneurial self-efficacy.
- A sense of meaning & purpose in life.
- Work-life conflicts, entrepreneurial regret & entrepreneurial outcomes.



Short Biography



■ Publication

- *Asian Business & Management* (2009, 2014)
- *European Management Journal* (2023)
- *Global Economic Review* (2009)
- *Journal of Management & Organization* (2021, 2023)
- *International Journal of Human Resource Management* (2011, 2014, 2017)
- *International Business Review* (2014, 2018)
- *British Journal of Management* (2015)
- *Journal of World Business* (2019)
- *International Entrepreneurship & Management Journal* (2023)



Short Biography



■ My Research Contributions to the Corporate World

▶ Invited Talks



C/M/S/ Cameron McKenna



▶ In-House Seminars



▶ Consultancy Projects



▶ Joint Research Projects



Development Bank of Japan Inc.



■ Community Service

❖ Journal Editorial Board Membership

- *International Business Review* (Netherlands: Elsevier) (2021-present).
- *International Studies of Management & Organization* (UK: Taylor & Francis) (2017-present).

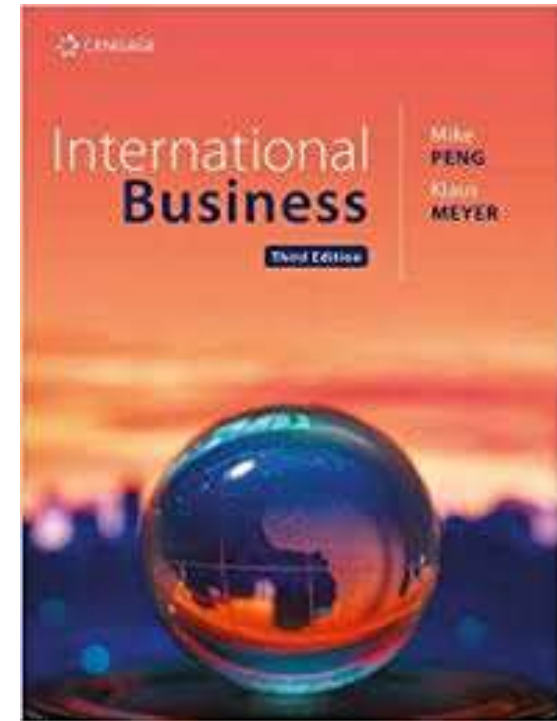
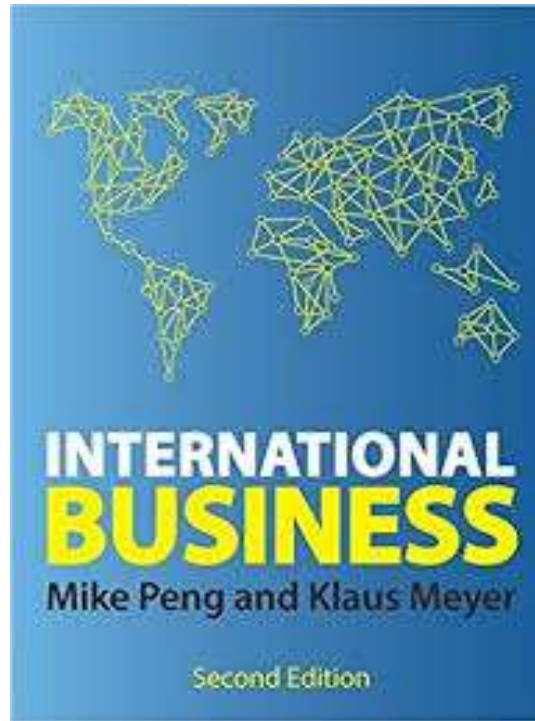
❖ Refereeing

- *British Journal of Management, Human Resource Management, International Business Review, International Journal of Human Resource Management, Journal of Business Research, Journal of International Management, Multinational Business Review, Journal of Small Business Management, International Journal of Production Economics, Asia Pacific Journal of Human Resources, Thunderbird International Business Review, Asian Business & Management, Journal of Management & Organization, Research Policy, European Journal of Information Systems* etc.

Course Description



■ Textbook



❖ The scanned version of this book is available on Moodle.

Course Description



■ Learning Objectives

❖ On completion of this module, students should be able to:

- Understand economic, social, cultural, & political factors influencing the **internationalization strategy** of the MNC.
- Discuss the mechanism to organize **value-creating activities** within a group of subsidiaries, including how to achieve efficient

❖ **Please keep in mind that this class is NOT a language course.**

- Evaluate **different types of corporate & business strategy** that help enhance the firm's competitive superiority.
- Critically evaluate the diversity of **formal & informal institutions** in the international business domain & the effect of this diversity on the nature & form of international business arrangements.

Course Description



■ Lateness & Courtesy

❖ **Late or leaving early** can be **disturbing**, especially given the importance of student participation & in-class discussions in the course. Such behavior is also **impolite & unacceptable** to the class since it makes it necessary to repeat teaching materials. Therefore, please come to class **punctually**. Please be officially advised that students can use **electronic devices** inside the classroom **only for the purpose of study-related matters**.

Course Description



■ What Do I Really ‘Care About’?

- ❖ A spirit of professionalism;
- ❖ Integrity;
- ❖ Tenacity/perseverance/persistence; &
- ❖ Consistency.

■ What Do I Really ‘Dislike’?

- ❖ Lack of commitments;
- ❖ Laziness;
- ❖ Excuses;
- ❖ Free-riders; &
- ❖ Opportunistic behaviors.

Course Description



■ Course Assessments

Final Exam (60%)

Proactive & Regular Participation in Class Discussions (20%)

Individual Presentation (20%)



■ The Quality of the Final Exam

❖ Examples

- Describe the nature of ‘4’ modes of entry for foreign investors & discuss in detail both benefits & costs of each entry mode.
- Clarify the relationship between multinational strategy & organizational structure based on Ghoshal & Bartlett’s global integration (GI)-local responsiveness (LR) framework.
- Discuss why expatriates (home country-nationals) are important in managing cross-border business activities within the multinational enterprise (MNE) network.
- Discuss (1) how ESET achieved a rapid growth & (2) how ESET overcame cultural & institutional distance, with reference to Schuh (2011) [“ESET: From Living Room to Global Player in Antivirus Software”].

Course Description



■ My Office Hours

Wednesdays | 14:00-16:00 | Room 208@Via dei Caniana 2



■ Key Points

WHAT is the major objective of this module?

- ❖ To enhance students' **awareness** of issues regarding **international management**.
- ❖ To help students to learn **theoretical logic** as a **problem-solving** tool in practice.
- ❖ To enable students to develop the **ability to design & implement** their own solutions.



■ Key Points

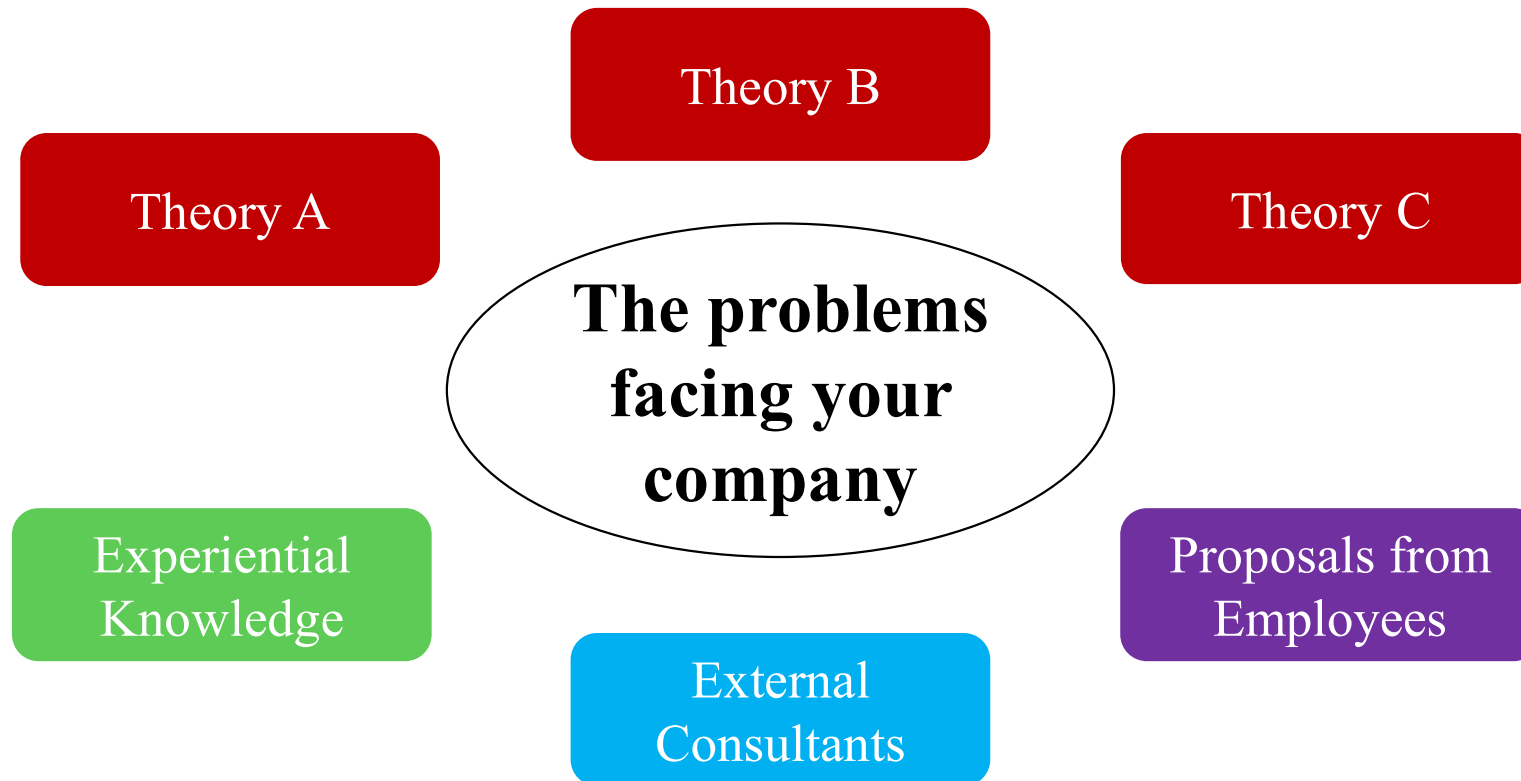
WHY is it necessary to learn theoretical perspectives?

- ❖ **Practice without theory** is inefficient & further increases uncertainty that **triggers wrong decisions.**
- ❖ **Theory helps us understand complex real-life events** in the business world.
- ❖ **Theory-based practice facilitates explanations to others & is valid in executing strategies.**

Course Description

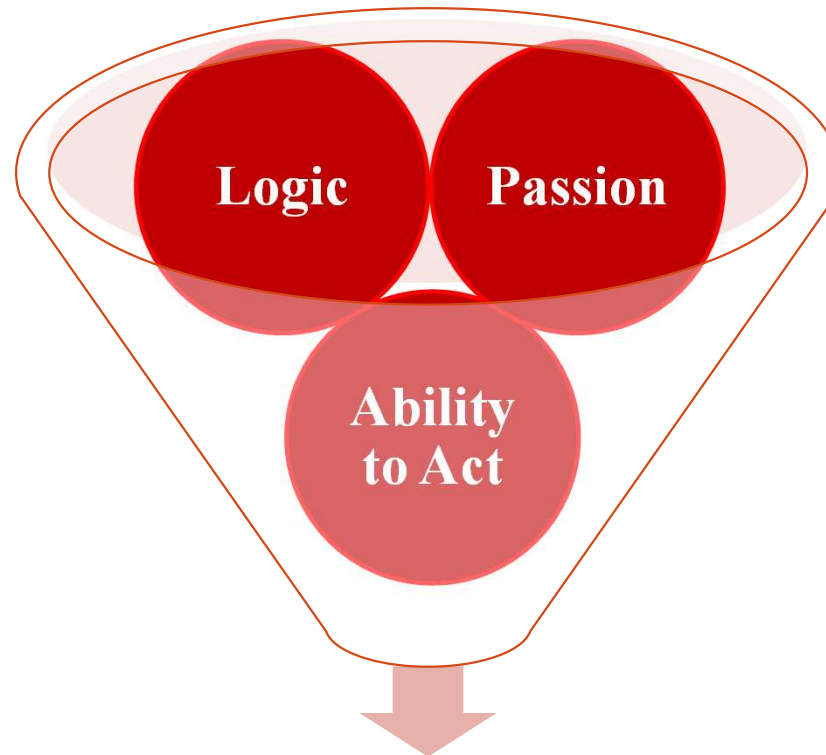


- **Be a Great Strategist who Makes Efficient Use of Different Theoretical Frameworks !**





■ '3' Key Conditions to Become a Successful Leader



**Design & execute strategies effectively
in times of uncertainty !**

Course Description



■ Moodle

Corso: Special Topics in Internat x +

elearning15.unibg.it/course/view.php?id=5085

Contatto telefonico : 0352052879 E-mail : didattica.online@unibg.it

KAWAI Norifumi

Special Topics in International Business a.y. 2023-24

Home / I miei corsi / Special Topics in International Business a.y. 2023-24

Attiva modifica

Introduzione

Teacher: Norifumi Kawai
Course code: 87167

Annunci

WEEK 1

WEEK 2

WEEK 3

WEEK 4

12°C Parzial. sereno 12:28 2024/02/12

❖ You MUST check all the information on this course via moodle regularly.

Recommendation Letter



■ General Requirements

SciencesPo
DÉPARTEMENT DE SCIENCES
McGill
UNIVERSITY
THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE
UCL
Hertie School
of Governance
London
Business
School
KING'S
College
LONDON
wb
WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

Course Description



■ What Do I Offer You in Addition to Teaching?

❖ Career Consulting

❖ CV Check

❖ Mock Interview Practice Online & In Person

Course Description



■ My Office Hours

Wednesday | 14:00-16:00 | Room 208@Via dei Caniana 2



■ Important Advice

Your Opportunity Costs?



■ Important Advice

Prepare Ahead !



■ Self-Introduction

WHO ARE YOU?

- ❖ Please download [a self-introduction form](#) from moodle, fill in & hand in via moodle (Go to WEEK 1) by [19:00 on 23.02.2024](#).

Course Description



■ Before Ending Today's Session ...

Q&As

Reading Assignments



■ Globalizing Business

- ❖ *“Adidas: Sales, Suppliers & Stakeholders around the World”* (pp. 3-5 in P&M).
- ❖ *“Global Business in the Digital Age: Airbnb”* (pp. 26-27 in P&M).
- ❖ *“Should We Manage Political Risks Proactively or Passively”*.

➔ Please make sure that you understand the content of these articles & summarize your opinions.

The End of Today's Lecture



ご清聴有難う御座いました。

Thank you so much!

Vielen Dank für Ihre Aufmerksamkeit!

Grazie mille !

【Contact Address】

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