

Lecture	Paper	Topic	Keywords	Essence
L1	<b>Hohenthal 2012</b> <ul style="list-style-type: none"> <li>Going beyond borders</li> <li>Portrait of professor</li> </ul>	A: Introduction	<ul style="list-style-type: none"> <li>Internationalization process</li> <li>Uppsala Model</li> <li>Experiential knowledge</li> <li>Explicit knowledge – transfer</li> <li>Incremental Commitment</li> <li>Psychic distance</li> <li>Bounded rationality</li> <li>Network theory</li> </ul>	<ul style="list-style-type: none"> <li>Not an investment but a Commit – exp. Knowledge commit, more knowledge</li> <li>Low PD → Higher PD</li> <li>Bounded rationality – a process all info needed</li> <li>Relevant to work in international network economy</li> </ul>
	<b>Levitt 1983</b> <ul style="list-style-type: none"> <li>Globalization of markets</li> </ul>		<ul style="list-style-type: none"> <li>Standardization</li> <li>Economies of scale competition</li> <li>Ignore differences</li> <li>Homogeneous preferences</li> <li>Scarcity</li> </ul>	<ul style="list-style-type: none"> <li>Homogeneous global view</li> <li>Develop standardized, local global products and market standardized advertising distribution</li> <li>Treat world as flat – be standardization</li> </ul>
	<b>Why the world isn't flat</b> <ul style="list-style-type: none"> <li>Ghemawat video</li> </ul>		<ul style="list-style-type: none"> <li>Semi-globalization</li> <li>Integration – not fully</li> </ul>	<ul style="list-style-type: none"> <li>Over-estimating global</li> <li>Technology facilitating in a small degree; not a globe</li> <li>Bridges/barriers cannot</li> </ul>
	<b>Hollensen 2012 – CH 1:</b> <ul style="list-style-type: none"> <li>Global marketing</li> </ul>		<ul style="list-style-type: none"> <li>EPRG framework <ul style="list-style-type: none"> <li>Ethnocentric</li> <li>Poly centric</li> <li>Region centric</li> <li>Geocentric</li> </ul> </li> <li>Glocalization</li> <li>De-globalization</li> </ul>	<ul style="list-style-type: none"> <li>Ethnocentric; domestic</li> <li>Poly; adaptation for each</li> <li>Regio; adapt across countries standardize within</li> <li>Geocentric; global product adaptation</li> <li>Glocalization: think global</li> <li>De-globalization; Each with own culture/religion</li> </ul>

	<p><b>Johanson &amp; Vahlne 1977</b></p> <ul style="list-style-type: none"> <li>• Knowledge development</li> <li>• Increasing commitment</li> </ul>		<ul style="list-style-type: none"> <li>• Establishment chain</li> <li>• Objective knowledge</li> <li>• Experiential knowledge Market knowledge</li> <li>• General knowledge</li> <li>• Market commitment</li> <li>• Risk-taking</li> </ul>	<ul style="list-style-type: none"> <li>• Objective = taught</li> <li>• Experiential = not trans</li> <li>• Direct relation between knowledge &amp; commitment</li> <li>• Market experience = H manager</li> <li>• Experiential knowledge risk taking, more comm</li> </ul>
	<p><b>Johanson &amp; Wiedersheim-Paul 1975</b></p> <ul style="list-style-type: none"> <li>• 4 Swedish cases</li> <li>• internationalization</li> </ul>		<ul style="list-style-type: none"> <li>• Establishment chain</li> <li>• Psychic distance</li> <li>• Market commitment</li> <li>• Experiential knowledge</li> <li>• Learning</li> </ul>	<ul style="list-style-type: none"> <li>• 4 firms following the es chain to large extent</li> <li>• production started in a having sold via agent o</li> <li>• When firms had gained setting up and managing they developed policies through subsidiaries in</li> <li>• Sandvik &amp; Atlas <ul style="list-style-type: none"> <li>○ Agent - PD → Pa</li> <li>○ Subsidiary – mk.</li> </ul> </li> <li>• Volvo &amp; Facit <ul style="list-style-type: none"> <li>○ Agent – MS</li> <li>○ Subsidiary – PD</li> </ul> </li> </ul>
	<p><b>Weerawardena, Mort, Liesch &amp; Knight 2007</b></p> <ul style="list-style-type: none"> <li>• Born global firms</li> </ul>		<ul style="list-style-type: none"> <li>• Accelerated internationalization</li> <li>• Dynamic capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Learning perspective d born global</li> <li>• Market knowledge insu explain BG</li> <li>• Knowledge explains m there is no representatio internationalization pha</li> <li>• Rapid globalization wit preceding long term do internationalization per</li> <li>• CEO + knowledge is in</li> <li>• Less risk averse</li> </ul>

<p><b>Anderson 1986</b></p> <ul style="list-style-type: none"> <li>• Modes of entry</li> </ul> <p>Transaction cost</p>			<ul style="list-style-type: none"> <li>• TCA</li> <li>• Bounded rationality</li> <li>• Opportunism</li> <li>• Free-riding potential</li> <li>• Trans. Specific asset</li> <li>• External uncertainty</li> <li>• Internal uncertainty</li> <li>• Internalize – Equity</li> </ul>	<ul style="list-style-type: none"> <li>• We look at costs related to flexibility and risk with</li> <li>• When TCA – need for internalize through equity this secures long-term minimization of TCA</li> <li>• Internalization is needed <ul style="list-style-type: none"> <li>○ Transaction specific</li> <li>○ Ext. uncertainty - 3 other factors</li> <li>○ Internal uncertainty - performance of i</li> <li>○ Free-riding potential</li> </ul> </li> </ul>
		<p><b>C:</b> <b>Internationalization</b></p>		

	<p><b>Pan &amp; Tse 2000</b></p> <ul style="list-style-type: none"> <li>Hierarchical modes</li> </ul>		<ul style="list-style-type: none"> <li>Decision making</li> <li>Hierarchical process</li> <li>Non-equity vs Equity</li> <li>Export, contracts vs. JV, Subs</li> </ul>	<ul style="list-style-type: none"> <li>1. Decision starts between non-equity modes – market factors</li> <li>2. Lower hierarchical level factors <ul style="list-style-type: none"> <li>Contract terms, HD channels etc.</li> </ul> </li> <li>Non-equity; <ul style="list-style-type: none"> <li>Exports vs Contract <ul style="list-style-type: none"> <li>License, alliance</li> </ul> </li> </ul> </li> <li>Equity mode <ul style="list-style-type: none"> <li>EJV vs. Wholly owned <ul style="list-style-type: none"> <li>Majority, minority</li> <li>Greenfield, acquisition</li> </ul> </li> <li>Industry factors market advertising intensity turnover = Equity</li> </ul> </li> </ul>
	<p><b>Shaver 2013</b></p> <ul style="list-style-type: none"> <li>Need more entry mode studies?</li> </ul>		<ul style="list-style-type: none"> <li>How to advance in research field</li> </ul>	<ul style="list-style-type: none"> <li>We do not need any more studies because they all the same</li> <li>How to advance; <ul style="list-style-type: none"> <li>Describe what firm doing instead of what</li> <li>If you want to e.g. benefits of acquisition compare it with other</li> <li>Understand that market interdependent <ul style="list-style-type: none"> <li>What I did previous another market will do next</li> </ul> </li> <li>Assess the effect of study to only analyze many entry modes the consequence (i</li> </ul> </li> </ul>