

Call for Sessions - WEHC 2015 [S20107]

Proposed title of the session

NEW INSIGHTS INTO FOREIGN DIRECT INVESTMENT AND THE MULTINATIONAL ENTERPRISE: ASSESSING LONG-TERM IMPACTS ON HOST ECONOMIES

Abstract

The study of foreign direct investment (FDI) and the multinational enterprise (MNE) has a long tradition among both economists and international business scholars, particularly since the first studies from Development Economics, in the 1950s, and Hymer's pioneering works, in the late 1960s. Research has focused on questions such as the determinants of FDI flows, FDI spillovers on host economies, and the existence, strategy and organization of MNEs. Also economic and business historians have turned to these questions since the 1970s. The empirical evidence upon which the most influential theoretical frameworks –the gradual approach of the Uppsala school and John Dunning's eclectic paradigm – have been built mainly on the experience, after World War II, of manufacturing firms from the North-American and European leading economies.

The emergence of new technologies, changes in the international political environment and, above all, the rise of new multinationals from emerging economies, have challenged the existing scholarship, giving path, for instance, to new theoretical frameworks such as the LLL (Location, Leverage, Learning) paradigm. Recent research from economic and business historians have also posed new questions to conventional wisdom on FDI, stressing, among other issues, the relevance of international capital flows in the interwar years, the qualitative nature of many MNE's effects on host economies and local entrepreneurship, the very frequently limited effects of economic nationalism on MNEs' operations, the existence of a strong relationship between entry modes and potential spillovers on host economies, and the resilience, and the reasons behind it, of joint ventures between foreigners and local players. In this session we aim to connect to these emerging topics and on-going debates, as from our perspective we still do not know enough about these issues and there is an insufficient interaction between the various disciplines concerned with FDI and the MNE.

The overall aim of this session is to contribute to an in-depth historical and institutionally oriented qualitative analysis of FDI and MNEs spillovers on host economies, by promoting a multidisciplinary, comparative and transcontinental scholarly dialogue. Therefore, we invite scholars from all over the world to submit proposals for papers that provide new empirical evidence, which are built on a sound theoretical and methodological basis to revisit these issues. We welcome in particular papers dealing with FDI flows before WWII and in the service sector (a period and a sector usually neglected by the traditional international business literature). Especially questions related to spillovers from FDI and their effects on local institutional context, local talent and MNEs' entry strategy are welcome. Topics can for example deal with: (i) the host country effects of FDI on the professional development of local executives, local educational institutions and talent pools, and local entrepreneurship –measured according to the development of new companies, innovations and internationalization–; (ii) how MNEs effectively transfer corporate capabilities across countries, ex. the development of corporate capabilities in MNEs' subsidiaries, joint-ventures and domestic firms engaged in any kind of strategic alliances with foreign firms; (iii) the role of cultural factors on MNEs effects on host economies; and (iv) the origins and historical sources of competitive advantage of MNEs from peripheral economies and emerging countries, particularly in the case of former foreign MNEs' subsidiaries or associates. Any other issue related to the call for papers theme will also be considered.

I. Corresponding Session Organiser

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II. Co-Organiser(s)

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