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Partner. A Two-Sided Perspective on Transaction Costs During Market Entry; Introduction; Theoretical Background; Asset Specificity; Uncertainty; TCE and the Local Firm; Asset Specificity (Local Partner); Uncertainty (Local Partner); Theoretical Propositions; Situation 1: AS Low MNC/AS High Local Partner
Situation 2: IU Low MNC/IU High Local Partner
Situation 3: EU High MNC/EU High Local Partner; Implications; References; Chapter 4 Selling to Chinese Firms: A Seller's Perspective. Empirical Evidence from the German Automotive Industry; Introduction; Literature Review; The Decision to Sell from the Acquired Perspective; Motivations for Cross-Border Acquisitions; Theoretical Framework and Propositions; Methodology; Research Setting; Case Profiles; Empirical Findings; Preservation of Autonomy; Access to Local Market Knowledge and Resource Redeployment; Discussion and Conclusions
Implications of the Findings and Limitation of the Research
Notes; References; Chapter 5 What Best Explains the Success of Cross-border Technology Transfers in MNCs: Traditional Coordination Instruments Or Modern Management Concepts?; The Changing Focus of International Management Research and the Need to Test its Usefulness; Conceptual Model and Hypothesis Development; Main Goals of Technology Transfers within MNCs; Information-Processing Capacities of Traditional Coordination Instruments and More Recent Abstract Management Concepts; Method; Sample; Measurement and Data; Epistemic Community
Absorptive Capacity

Sommario/riassunto

This research volume in honour of the late Daniel Van Den Bulcke, one of the founding fathers of the European Business Academy (EIBA) and a core institution builder of the Academy of International Business (AIB), focuses on conceptual innovations in assessing the impact of institutions on multinational enterprise (MNE) strategies.

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