

MGCR 382 International Business 2018 Fall. Group Assignment 2.

In the articles listed below identify examples of 12 concepts discussed in class. You can find the list of concepts to use for assignment 2 in *mycourses*. For the concept identification, use only concepts that are on the concept list. These concepts must be distinct, and not simply synonyms or antonyms (for example, centralization-decentralization are antonyms, MNC and MNE are synonyms).

Where there is set of concepts with sub-concepts on the same line in the concept list, you can choose to do just one concept. Similarly where the list shows one concept versus another concept on same line, you can choose to do just one of the concepts.

There may be multiple places in an article where the same concept applies, but you can use a concept only once in the assignment.

For each concept you identify, provide the following:

- concept name and briefly identify the article used.
- a definition of the concept (1 sentence based on class slides, textbook or the glossary on *mycourses*);
- explain how the concept relates to international business or multinational firms—i.e. why is this concept important in international business? (1-2 sentences) (*cannot use an explanation found in sample answers*), and
- show how the concept applies in the article by briefly paraphrasing or summarizing the portion of the article where the concept applies (1-2 sentences). To save space, do not quote from the article, simply give a brief summary of the relevant section.

Some additional guidelines:

- 1) The REVISED submission deadline is **Friday November 23, 3 pm**, at Darlene Fowler's office in **Bronfman 454**. Assignments are to be submitted in print. For each day the submission is late, it will lose 20% of the mark.
- 2) Your paper should be between **800-1,000 words total** for all 12 definitions. This means you have to be very concise.
- 3) List section (MW or TR), group number, and the names & student ID# of group members **at the top of the first page**, along with the word count for your submission.
- 4) List the concept's name and short article's name (e.g. "Europe's luxury brands") before providing your definition, explanation and example.
- 5) You may use bullet points if you wish.
- 6) You do not need to use all the cases nor all the articles within cases.
- 7) You can use verbatim definitions offered in class, i.e. copy and paste from your slides or the "IBCT" combined textbook or the glossary posted on *mycourses*.
- 8) You need to paraphrase materials you are taking from the articles (i.e. use your own words to summarize important points). Do not quote from articles.
- 9) You do not need to put references to articles in your answers, only a brief article label, eg "Rethink supply chains"

- Bland, Ben. 2018. US-China trade war prompts rethink on supply chains. *Financial Times*, Sep.03. (Rethink supply chains)
o <https://www.ft.com/content/03e4f016-aa9a-11e8-94bd-cba20d67390c>
- Economist 2018 America's tech giants vie with China's in third countries - FAANGs v BATs. *The Economist*, Jul 05. (FAANGs)
o <https://www.economist.com/leaders/2018/07/05/americas-tech-giants-vie-with-chinas-in-third-countries>
- Hosokawa, Rintaro. 2018. Europe's luxury brands buoyed by Chinese spending. *Nikkei Asian Review*, Aug.08 (Europe's luxury brands)
o <https://asia.nikkei.com/Business/Business-Trends/Europe-s-luxury-brands-buoyed-by-Chinese-spending>
- Anzai, Akihide & Venzon, Cliff. 2016. In race to top, Jollibee moves down supply chain. *Nikkei Asian Review*. Nov.03. (Jollibee moves down)
o <https://asia.nikkei.com/Asia300/In-race-to-top-Jollibee-moves-down-supply-chain>
- Venzon, Cliff. 2018. US burger chain Shake Shack enters Philippines. *Nikkei Asian Review*, Jul.18. (Shake Shack)
o <https://asia.nikkei.com/Business/Business-Trends/US-burger-chain-Shake-Shack-enters-Philippines>
- Gray, A., Fontanella-Khan, James, and Munshi, Neil. 2018. Burger King looks to expand in sub-Saharan Africa. *Financial Times*, Oct.10 (Burger King)
o <https://www.ft.com/content/57407046-cc0a-11e8-b276-b9069bde0956>
- Nicolaou, Anna. 2018. Walmart's UK deal signals a rethink on overseas expansion. *Financial Times*, Apr.30. (Walmart UK)
o <https://www.ft.com/content/ef3fd640-4c8d-11e8-8a8e-22951a2d8493>

Copies of articles are posted on *mycourses*.

Have fun and good luck on this concept scavenger hunt !

P.S. To access FT and Economist, students must be logged in at McGill or on Cisco AnyConnect VPN if off campus.

MGCR 382 International Business Fall 2018 concepts list for SECOND group assignment. Make sure you use only concepts from the list below. Also a concept may be used only once in the assignment.

1. Cultural distance
2. Administrative distance
3. Geographic distance
4. Economic distance
5. Decreasing economic distance
6. Economies of scale
7. Bargaining power
8. Differentiation as competitive advantage
9. Motives for internationalization: markets, resources, reducing risk, learning
10. Tax inversion
11. Liability of foreignness
12. Foreign direct investment vs. portfolio inv.
13. Modes of entry (exports, licensing, franchising, management contract, contract manufacturing, turnkey project, strategic alliance, equity alliance, joint venture, acquisition, greenfield)
14. Degree of commitment / degree of control
15. Learning model vs. "born global"
16. Societal culture / organizational culture
17. Cultural change
18. Cultural homogenization
19. Cultural hybridization
20. Cultural persistence
21. Diaspora
22. Rules-of-the-game: Laws, Norms, Industry standards
23. Enforcement
24. Political risk
25. Intellectual property
26. Pressure for global integration / Pressure for local responsiveness
27. Transfer of best practice
28. Transferring competencies
29. Standardization (product/process)
30. Frugal innovation
31. Bottom/ base of the pyramid
32. Three sources of international competitive advantage: global efficiencies; multinational responsiveness; leveraging competencies/learning worldwide
33. International (home replication) strategy
34. Localization (multi-domestic) strategy
35. Global strategy
36. Transnational strategy
37. Decentralization/ centralization
38. Internalization/ appropriability
39. Intellectual property protection
40. Value chain
41. Upstream / downstream
42. Cluster or agglomeration
43. Off-shoring / outsourcing
44. Near-shoring
45. Re-shoring
46. Vertical integration
47. Horizontal scope
48. International product life cycle
49. National diamond: factor conditions; demand conditions; related & supporting industries; firm strategy, rivalry
50. Resource-based view of firm
51. Protestant ethic
52. Individualist/ collectivist orientation
53. High-Low Power distance
54. Uncertainty avoidance
55. Masculinity – femininity index
56. Stakeholders
57. Company code of conduct
58. Corruption /bribe
59. Rule of law / rule of man
60. Culture shock
61. Ethnocentric/ polycentric / geocentric
62. Indirect exports/ within firm trade