

MANAGEMENT IN EMERGING MARKETS

(SPRING SEMESTER 2021)

Schedule, Topics and Primary Readings*

Lecturer: Prof. Dr. Tilo Halaszovich (Jacobs University Bremen, Germany)

Course books:

Khanna and Palepu (2010) *Winning in Emerging Markets*. Harvard Business Review Press (ISBN 9781422166956)

Luo, Y. (2002). *Multinational enterprises in emerging markets*: Copenhagen Business School Press. (ISBN 87-630-0046-6)

* Additional case studies for lectures and group assignments will be provided *in class*

ECTS: 4.5

Day	Time	Hours	Topic	
First Block				
			1. What are emerging markets?	
Thursday March 11	16.15-19.00 h	3h	<i>Introduction & The institutional side of emerging markets: Formal Institution</i>	Khanna and Palepu (2010) <i>Winning in Emerging Markets</i> , Chapter 1
Friday March 12	8.15-10.00 h	2h	<i>The institutional side of emerging markets: Informal Institution</i>	Khanna and Palepu (2010) <i>Winning in Emerging Markets</i> , Chapter 2
	10.15-12.00 h	2h	<i>Group Work 1, Part 1</i>	
	13.15-15.00 h	2h	<i>Institutional Voids and how they are filled</i>	Khanna and Palepu (2010) <i>Winning in Emerging Markets</i> , Chapter 3
	15.15-17.00 h	2h	<i>Group Work 1, Part 2</i>	

Saturday March 13	9.15-11.00 h	2h	<i>The economic side of emerging markets</i>	OECD Report (2019) Business insights on emerging markets
	11.15-13.00 h	2h	<i>Group Work 1, Presentations</i>	
Second Block				
2. Entering emerging markets				
Thursday March 25	16.15-19.00 h	3h	<i>Why and how to enter emerging markets</i>	Khanna and Palepu (2010) Winning in Emerging Markets, Chapter 4
Friday March 26	8.15-10.00 h	2h	<i>Doing business in emerging markets: coping with institutional voids</i>	Luo, Y. (2002). Multinational enterprises in emerging markets, Chapter 3
	10.15-12.00 h	2h	<i>Group Work 2, Part 1</i>	
	13.15-15.00 h	2h	<i>Doing business in emerging markets: LOFs and local embeddedness</i>	Luo, Y. (2002). Multinational enterprises in emerging markets, Chapter 5
	15.15-17.00 h	2h	<i>Group Work 2, Part 2</i>	
Saturday March 27	9.15-11.00 h	2h	<i>Case study: European SMEs in Africa and the effect of Covid-19</i>	
	11.15-13.00 h	2h	<i>Group Work 2, Presentations</i>	
Third Block				
3. Emerging market multinationals (EMNEs)				
Friday May 7	08.15-10.00 h	2h	<i>Motives & strategies of EMNEs</i>	Khanna and Palepu (2010) Winning in Emerging Markets, Chapter 5 & 6
	10.15-12.00 h	2h	<i>South-North vs. South-South investments</i>	Khanna and Palepu (2010) Winning in Emerging Markets, Chapter 5 & 6

	12.15-14.00 h	2h	<i>Group Work 3</i>	
	14.15-16.00 h	2h	<i>Innovation & entrepreneurship in emerging markets</i>	Shankar and Narang (2019) Emerging market innovations: unique and differential drivers, practitioner implications, and research agenda, Journal of the Academy of Marketing Science
Saturday May 8	09.15-11.00 h	2h	<i>Group Work 3, Presentations</i>	
	11.15-13.00 h	2h	<i>CSR in emerging markets, a critical perspective; Summation and Q&R</i>	Doh, Husted, and Marano (2019) Corporate Social Responsibility in Emerging Markets, in: The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives
TOTAL		42h		