DSEI07 – Emerging Markets and Multinational Enterprises

Masters of Commerce
Semester IV
DSE – Elective Paper
Emerging Markets and Multinational Enterprises

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSEI07	Emerging Markets and Multinational Enterprises	3	1	0	4	NIL

Objective: The objective of the course is to acquaint students with the rapid rise and global expansion of emerging market MNEs, their internationalization strategies and the institutional factors that shape their growth. Furthermore, the course will enable them to assess the impact of understand their impact of emerging market multinationals on international business dynamics and economic development.

Learning Outcomes: After completing this course, students will be able to:

- Critically analyse the emergence and evolution of emerging market multinationals within the global business landscape.
- Integrate established and emerging theories of international business to explain emerging market multinationals behaviour and strategic choices
- Evaluate the strategic motives and competitive advantages of MNE’s across diverse markets.
- Examine how MNEs acquire, transfer and develop knowledge, technology and organisational capabilities through global operations.
- Demonstrate the ability to apply analytical framework to real-world MNE case studies and global market scenarios.

Contents:

Unit I **(11 Hours)**

Characteristics of emerging markets and emerging market multinationals (EMNEs); Role of EMNEs in global economy; Distinction between EMNEs and developed-country MNEs; Theoretical perspectives: Dunning’s OLI paradigm, LLL theory, Springboard and latecomer perspectives, Institutional and resource-based views; Role of home-country context and institutional voids

Unit II **(12 Hours)**

Motives and drivers of international expansion (market-seeking, resource-seeking, strategic asset-seeking); Entry strategies: mergers, acquisitions, alliances, and greenfield investments; Outward FDI patterns and government support programs; Institutional and political challenges in host countries; Risk assessment and strategic flexibility

Unit III **(10 Hours)**

Resource-based and capability-based perspectives on EMNEs; Building global competitiveness; Organizational learning and knowledge transfer; Frugal and reverse innovation; Upgrading in global value chains

Unit IV **(12 Hours)**

Variations in EMNEs from different economies – BRICS through case studies; Assessing the global performance of EMNEs; Global vs regional strategies; Business groups, SMEs and family firms; Governance, ethics, and sustainability challenges; Digital transformation and technological upgrading; Geopolitical shifts and their implications for EMNEs

Tutorial Exercise:

The students shall be asked to identify select cases of successful emerging market multinationals and analyse their internationalisation strategy. Link the internationalization strategy to the theoretical frameworks in literature pertaining to emerging market multinationals.

Suggested Readings:

- Ciravegna, Luciano., Fitzgerald, Robert., & Kundu, S. K. . (2014). *Operating in emerging markets : a guide to management and strategy in the new international economy*. FT Press.
- Grosse, R. E. ., & Meyer, Klaus. (2019). *The Oxford handbook of management in emerging markets*. Oxford University Press.
- Panibratov, A. I. . (2017). *International strategy of emerging market firms : absorbing global knowledge and building competitive advantage*. Routledge.
- Ramamurti, Ravi., & Singh, J. V. . (2010). *Emerging multinationals from emerging markets*. Cambridge University Press.
- Rugraff, Eric., & Hansen, M. W. . (2011). *Multinational corporations and local firms in emerging economies*. Amsterdam University Press.