

THE OXFORD HANDBOOK OF

INTERNATIONAL
BUSINESS

2nd edition

Edited by
ALAN M. RUGMAN

OXFORD
UNIVERSITY PRESS

CONTENTS

Lib

<i>List of Figures</i>	xiv
<i>List of Tables</i>	xvi
<i>List of Contributors</i>	xviii

PART I HISTORY AND THEORY OF THE MULTINATIONAL ENTERPRISE

1. The History of the Multinational Enterprise	3
MIRA WILKINS	
2. The Key Literature on IB Activities: 1960–2006	39
JOHN H. DUNNING	
3. The Gravity Equation in International Trade	72
MICHELE FRATIANNI	
4. Strategic Complexity in International Business	90
PETER BUCKLEY AND MARK CASSON	
5. Theories of the Multinational Enterprise	125
JEAN-FRANÇOIS HENNART	
6. Location, Competitiveness, and the Multinational Enterprise	146
ALAN M. RUGMAN AND ALAIN VERBEKE	

PART II THE POLITICAL AND REGULATORY ENVIRONMENT

7. Sovereignty@Bay: Globalization, Multinational Enterprise, and the International Political System	183
STEPHEN J. KOBRIN	

8. National Policies and Domestic Politics	205
DEBORA L. SPAR	
9. Multinational Enterprises and Public Policy	228
ALAN M. RUGMAN AND ALAIN VERBEKE	
10. Unbundling the Institution-Based View of International Business Strategy	256
MIKE W. PENG WITH THEODORE A. KHOURY	
11. Multilateral Institutions and Policies: Implications for Multinational Business Strategy	269
THOMAS L. BREWER AND STEPHEN YOUNG	

PART III STRATEGY FOR MNES

12. Strategy and the Multinational Enterprise	307
STEPHEN B. TALLMAN AND GEORGE S. YIP	
13. The Multinational Enterprise as an Organization	341
D. ELEANOR WESTNEY AND SRILATA ZAHEER	
14. Strategy and Management in MNE Subsidiaries	367
JULIAN BIRKINSHAW AND TORBEN PEDERSEN	
15. Strategic Alliances	389
ANDREW C. INKPEN	

PART IV MANAGING THE MNE

16. Innovation and Information Technology in the MNE	417
JOHN CANTWELL	
17. Contemporary Research Trends in International Marketing: The 2000s	447
MASAAKI (MIKE) KOTABE WITH CRYSTAL X. JIANG	
18. Culture and Human Resources Management	502
JOHN L. GRAHAM	
19. Environmental Policy and International Business	537
ALAN M. RUGMAN AND ALAIN VERBEKE	

- | | |
|---|-----|
| 20. International Financial Management and
Multinational Enterprises | 557 |
| MICHAEL BOWE | |
| 21. Taxes, Transfer Pricing, and the Multinational Enterprise | 591 |
| LORRAINE EDEN | |

PART V REGIONAL STUDIES

- | | |
|---|-----|
| 22. Japan | 623 |
| D. ELEANOR WESTNEY | |
| 23. China and International Business | 648 |
| JOHN CHILD | |
| 24. The Smaller Economies of Pacific Asia and their
Business Systems | 687 |
| GORDON REDDING | |

PART VI METHODOLOGICAL ISSUES

- | | |
|---|-----|
| 25. Methodological Contributions in International
Business and the Direction of Academic Research Activity | 711 |
| BRUCE KOGUT | |
| 26. Political Risk and Country Risk in International Business:
Concepts and Measures | 740 |
| YADONG LUO | |
| 27. Comparative International Business Research Methods:
Pitfalls and Practicalities | 765 |
| SIMON C. COLLINSON AND ANDREW M. PETTIGREW | |
| 28. Metrics for International Business Research | 797 |
| RANDALL MORCK AND BERNARD YEUNG | |

- | | |
|----------------------|-----|
| <i>Name Index</i> | 816 |
| <i>Subject Index</i> | 839 |