

Pacific Region Forum

1:30 – 3:00 pm, Thursday, October 8, 2009

China Goes Global: Impact on Research and Practice

Room 1425, SFU Vancouver, Harbour Centre building, 515 West Hastings

Abstract

The term “China goes global” refers to the significant outward foreign direct investment (FDI) made by Chinese multinational enterprises (MNEs) starting in the beginning of the 2000s. While sizable components of their strategy and behavior are consistent with what we observe of MNEs from other countries, the arrival of Chinese MNEs on the global scene has created a series of unique impact on research and practice. Examples include: (1) the previously underappreciated role played by the domestic governments of MNEs as an institutional force, (2) the challenge of going abroad in the absence of significantly superior managerial and technological resources, and (3) the rapid adoption of (often high-profile) acquisitions as a mode of entry without going through the usual steps of FDI starting with more limited international involvement. Highlighting the research and practice implications of these rapidly moving events, this talk ends with some thoughts on the larger debate on Chinese exceptionalism—whether China is unique in the world or is a member of the global family.

Speaker:

Dr. Mike W. Peng (www.mikepeng.com) is the Provost’s Distinguished Professor of Global Strategy at the University of Texas at Dallas and Editor-in-Chief of the *Asia Pacific Journal of Management*. He received his PhD from the University of Washington and prior to joining UT Dallas, was an associate professor at the Ohio State University. Professor Peng is widely regarded as one of the most prolific and most influential scholars in global strategy—both the United Nations and the World Bank have cited his work in major publications. Used in over 30 countries, his Global Strategy text is a global market leader. His newest textbook *Global Business* (South-Western, 2009) text is rapidly becoming a market leader.

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Research and Practice**
by Mike W. Peng

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