

PhD Masterclass

9-10 April 2024

International Business, Innovation and Geography

by

Davide Castellani (with Lucia Piscitello and Ram
Mudambi)

About the course instructors:

[Davide Castellani](#) is Professor of International Business and Strategy at the Henley Business School, University of Reading. His research interests lie at the intersection of International Business, Economic Geography and International Economics and covers the analysis of determinants and effects of international business activities.

About the guest speakers:

[Ram Mudambi](#) is the Frank M. Speakman Professor of Strategy at the Fox School of Business, Temple University. Previously he served on the faculties of Case Western Reserve University, the University of Reading (UK) and the University of North Carolina – Chapel Hill. He is a Fellow of the Academy of International Business (AIB) and of the European International Business Academy (EIBA). He has served as a Visiting Professor at a number of universities including Bocconi (Italy), Uppsala (Sweden), Sydney (Australia) and Copenhagen Business School (Denmark). He holds a Master's degree from the London School of Economics and a Ph.D. from Cornell University. His current research projects focus on the geography of innovation and the governance of knowledge-intensive processes.

[Lucia Piscitello](#) is Professor of International Business at Politecnico di Milano. Her research interests cover the economics and management of MNEs, the international aspects of technological change and the geography of innovation. She is Fellow of the Academy of International Business (AIB) and Fellow and Chair of the European International Business Academy. Her current research projects focus on knowledge creation and mechanisms for resilience and sustainability of GVCs.

Course Themes

This course addresses the complex relations between innovation, IB and Economic Geography, by providing a state-of-the-art critical overview of conceptual and empirical research organized around the following topics:

1. Agglomeration, Connectivity and MNEs Location Strategy (D. Castellani)
2. Digitalization and Globalization (R. Mudambi)
3. Complexity in knowledge creation and resilience vs. sustainability trade-offs (L. Piscitello)

Course Overview

The course will be taught **face-to-face** at the Henley Business School, University of Reading (Whiteknights Campus). While the course has been designed for face-to-face delivery, participants who are unable to travel to Reading will be able to attend the live sessions **online**, via MS Teams.

The course consists of three sessions held over a period of three half-days (see the preliminary class schedule below). During each session, there will be a **lecture with class discussion**.

While the core syllabus is fixed, there is scope for incorporating additional material on special topics at the request of individual participants. These requests can be made either before or during the course.

Participants wishing to obtain formal credits (5 ECTS) for the course should submit a 2,500 word (excluding references) original report on a chosen topic covered in the course. The report should include a critical review of the literature on the chosen topic and outline a future research opportunity. This report can be submitted at any time up to 1 July 2024, and the assessment process will be completed within one month of submission.

Participants who are not formally enrolled on the masterclass are exempt from submitting an assignment. Such students will receive a certificate of attendance upon course completion.

Class Schedule

Time	9/4/2024	10/4/2023
9:00 - 13:00		Digitalization and Globalization (R. Mudambi)
	LUNCH	LUNCH
14:00 – 18:00	Agglomeration, Connectivity and Location of MNEs (D. Castellani)	Knowledge Complexity, Resilience and Sustainability in International Business Research (L. Piscitello)

Reading list

1. Agglomeration, Connectivity, and MNE location strategy

Core

- Alcácer, J., & Delgado, M. (2016). Spatial organization of firms and location choices through the value chain. *Management Science*, 62(11), 3213-3234.
- Alcácer, J., Chung, W., Hawk, A., & Pacheco-de-Almeida, G. (2018). Applying random coefficient models to strategy research: Identifying and exploring firm heterogeneous effects. *Strategy Science*, 3(3), 533-553.
- Belderbos R., Castellani D., Du H., Lee G.H. (2024) Internal versus External Agglomeration Advantages in Investment Location Choice: The Role of Global Cities' International Connectivity, *Journal of International Business Studies*, forthcoming.
- Castellani D., Lavoratori K. (2020) The Lab and the Plant. Offshore R&D and co-location with production activities, *Journal of International Business Studies*, forthcoming
- Castellani, D., Lavoratori, K., Perri, A., & Scalera, V. (2022). International Connectivity and the Location of MNC Knowledge-Intensive Activities. Evidence from US Metropolitan Areas, *Global Strategy Journal*, 12(1), 82-107.
- Mariotti, S., Mosconi, R., & Piscitello, L. (2019). Location and survival of MNEs' subsidiaries: Agglomeration and heterogeneity of firms. *Strategic Management Journal*, 40(13), 2242-2270.
- Nielsen B.B., Asmussen C.G., Weatherall C.D. (2017) The location choice of foreign direct investments: empirical evidence and methodological challenges. *Journal of World Business*, Vol. 52, 62-82.
- Shaver JM, Flyer F. 2000, Agglomeration Economies, Firm Heterogeneity, and Foreign Direct Investment in the United States. *Strategic Management Journal* **21**(12): 1175–1193.

Additional

- Alcácer J, Chung W. 2007, Location strategies and knowledge spillovers, *Management Science* **53**(5): 760–776.
- Alcácer J, Zhao M. 2012, Local R&D Strategies and Multilocation Firms: The Role of Internal Linkages. *Management Science*, **58**(4): 734–753.
- Alcácer, J. (2006). Location choices across the value chain: How activity and capability influence collocation. *Management Science*, 52(10), 1457-1471.
- Chung, W., & Alcácer, J. (2002). Knowledge seeking and location choice of foreign direct investment in the United States. *Management Science*, 48(12), 1534-1554.

2. Digitalization and Globalization

- Alcacer J., Cantwell J., Piscitello L., 2016, Internationalization in the information age. A new era for places, firms and international business networks? *Journal of International Business Studies*, 47(5): 499-512.
- Autio, E., Mudambi, R., & Yoo, Y. (2021). Digitalization and globalization in a turbulent world: Centrifugal and centripetal forces. *Global Strategy Journal*, 11(1): 3-16.

- Beugelsdijk, S., McCann, P., & Mudambi, R. (2010). Introduction: Place, space and organization—economic geography and the multinational enterprise. *Journal of Economic Geography*, 10(4): 485-493.
- Cano-Kollmann, M., Cantwell, J., Hannigan, T. J., Mudambi, R., & Song, J. (2016). Knowledge connectivity: An agenda for innovation research in international business. *Journal of International Business Studies*, 47(3): 255-262.
- Goerzen A, Asmussen C, Nielsen, B. 2013, Global Cities and Multinational Enterprise Location Strategy. *Journal of International Business Studies*, 44: 427-450.
- Lorenzen, M., & Mudambi, R. (2013). Clusters, connectivity, and catch-up: Bollywood and Bangalore in the global economy. *Journal of Economic Geography*, 13(3), 501-534.
- Lorenzen, M., Mudambi, R., & Schotter, A. (2020). International connectedness and local disconnectedness: MNE strategy, city-regions, and disruption. *Journal of International Business Studies*, 51(8), 1199-1222.
- Marino, A., Mudambi, R., Perri, A., & Scalera, V. G. (2020). Ties that bind: Ethnic inventors in multinational enterprises' knowledge integration and exploitation. *Research Policy*, 49(9), 103956.
- Verbeke, A., Hutzschenreuter, T. (2021). The dark side of digital globalization. *Academy of Management Perspectives*, 35(4): 606-621.

3. Knowledge Complexity, Resilience and Sustainability in International Business Research

- Cantwell, J.A., Piscitello, L. (2000). Accumulating technological competence: its changing impact on corporate diversification and internationalization. *Industrial and Corporate Change*, 9(1): 21-51.
- Cantwell, J.A., Salmon, J. (2018). The effects of global connectivity on knowledge complexity in the information age. In Von Tulder, Verbeke A., Piscitello L. (eds.), *International Business in the Information and Digital Age. (Progress in International Business Research, Vol. 13)*, Emerald Publishing Limited, Bingley, pp. 123-137.
- Di Stefano C., Elia S., Garrone P., & Piscitello L. 2023. The Circular Economy as a new production paradigm to enhance resilience of MNEs and economic systems. *AIB Insights*, 23(3).
- Fleming, L., Sorenson, O. (2001). Technology as a complex adaptive system: evidence from patent data. *Research Policy*, 30(7): 1019-1039.
- Garrone P., Piscitello L., D'amelio M., & Colombo E. 2023. Trade-offs in the 2030 Agenda: FDI effects on access to electricity and carbon mitigation in sub-Saharan Africa. *Progress in International Business Research*, 17: 177-199.
- Kennedy, S., & Linnenluecke, M.K. 2022. Circular economy and resilience: A research agenda. *Business Strategy and the Environment*, 31(6): 2754-2765.