MASTER KEYWORDS LIST

- Research methods
- Theories
- Topics

The master keyword list is split into 3 main categories: research methods, theories, and topics. When choosing your keywords, please try to choose at least one keyword from each category.

**RESEARCH METHODS**

**Data Source**

- Primary
- Secondary

**Research Design**

- Comparative Thinking
- Construct Development and Evaluation
- Cross-Cultural Experiments
- Cross-Cultural Research/Measurement Issues
- Econometrics
- Equivalency
- Incorporating Country Variables
- Levels of Analysis
- Longitudinal (or, Time-Series)
- Measurement and Scale Development Issues
- Qualitative/Quantitative Comparisons
- Sectoral Trends
- Statistical Process Control
- Status Quo Bias
- Survey Method
- Theory-Method Intersection

**Method of Analysis**

- Analysis of Variance and Covariance
- Bayesian Modeling
- Canonical Correlation
- Case Theoretic Approaches
- Cluster Analysis
- Conjoint Analysis
- Construct Validity
- Content Analysis
- Correspondence Analysis
- Diffusion Models (e.g., Hazard Analysis)
- Discriminant Analysis
- Duration Models
- Event Study
- Factor Analysis
- Fuzzy Set Methods
Hierarchical Linear Modeling (e.g., multi-level analysis, RCM, etc.)
Linear Probability Models
Logistic Regression
Meta-Analysis
Multidimensional Scaling
Multilevel Analysis
Multi-Model Analysis
Multiple Discriminant Analysis
Multiple Regression Analysis
Neural Networks
Non-Parametric Analysis
Heterogeneity
Reliability
Residual Analysis
Structural Equation Modeling

Other

THEORIES

Agency Theory
Borrowing Theory
Chaos Theory
Comparative Advantage
Competitive Structure
Economic Sociology
Exploration vs. Exploitation
Game Theory
Framing Processes
Human Ecology Theory
Hybridization
Institutional Theory
Internalization Theory
International Trade Theory
Internationalization Theories and Foreign Market Entry
Knowledge-Based View
Leadership Theories
Market Knowledge Competence
Market Orientation
Neoinstitutional Theory
Network Relations Theory
Network Theory
Organization Theory
Organizational Ecology (Population Ecology of Organizations)
Organizational Learning
Path Dependence
Political Economy
Portfolio Theory
Power-Dependence Theory
Relational Contracting Theory
Resource Dependency
Resource-Based View or Resource-Based Theory
Signaling Theory
• Social Cognition
• Social Control Theory
• Social Exchange Theory
• Strategic Choice Theory
• Syndicates
• Systems Theory
• Technological Advantage Theory
• Technological Innovation Theory
• Theory of FDI and the MNE (Ownership-Location-Internalization)
• Transaction Cost Theory, Transaction Cost Economics, or Transaction Cost Analysis
• Upper Echelon Theory
• Other

TOPICS

Accounting

• Auditing
• Comparative Accounting Systems and Practice
• International Financial Reporting
• International Management Accounting
• Sarbanes-Oxley Act
• Taxation
• Tax Penalty

Country or Area Studies

• Africa
  o South Africa
• Asia
  o China
  o India
  o Japan
  o Middle East
  o Russia
  o Southeast Asia
• Australia and Oceania
• Central America
• Europe
  o Central and Eastern Europe
  o European Financial Markets
  o European Union
  o Nordic Countries
• North America
  o Canada
  o Mexico
  o United States
• South America (Latin America)
  o Latin American Financial Markets

Culture

• Convergence of Cultures
• Cultural Dimensions
• Cultural Distance
• Cultural Frameworks
  o GLOBE
  o Hofstede
  o Trompenaars
• Cultural Impact of MNEs
• Cultural Syndrome
• Cultural Values
• Culture Change
• Diaspora
• Divergence of Cultures
• Emic vs. Etic
• Geographic Distance
• Impact of Culture on MNE Performance Management
• Language (Language Design, Silent Language, Translation)
• Liability/Liabilities of Foreignness
• National Culture
• Role of Local Cultures
• Time Orientation

Demographic Studies
• Baby Boomers
• Global Investor

Economic and Business History

• Business History
• Globalization in Other Eras
  o Globalization in the Communist Era
  o Globalization Market Integrations
• History in International Business
• History of FDI and the MNE
• History of Thought
• Historic Multi-Nationals
• Historical Adaptation
• Historical Factors in MNE Operations
• Historical Roots of Local Conditions
• Spread of Firms Within Empires

Economics and International Political Economy

• Adverse Selection
• Business Dynamics
• Business Policy
• Capitalism
• Country Risk
• Domestic Capital Formation
• Economic Development
• Economic Freedom
• Economic Geography
  o Agglomeration
  o Clustering
  o Global Cities
• Economic Growth
• Economic History
• Economic Integration
• Economic Transition
• Environmental Shocks
• Evolutionary Economics
• Exchange Function
• Exports
• Financial Crisis
• Financial Impact of National Levels of Disclosure
• Foreign Direct Investment Policy
• Foreign Trade Offices
• Globalization
• Governance
• Government
• Human Capital
• Human/Knowledge Capital
• Immigration Policy
• Income Distribution
• Industrial Organization
• Industrial Revolution
• Inflation Effects
• Infrastructure
• Integrated Global Industries
• International Capital Structure
• International Political Economy
• International Price Index
• International Relations and Political Science
• International Trade Liberalization
• Liability of Foreignness
• Liberalism / Neoliberalism
• Macroeconomics
• Market Imperfections
• Market Liberalization
• Market Selection
• Market Turmoil
• Microeconomic Intervention
• MNEs and Economic Development
• MNEs and Economic Growth
• Nonmarket Strategy
• Policy Transfer
• Policy-Oriented Studies
• Political Aspects of MNE Activity
• Political Backlash
• Political Behavior
• Political Hazards
• Political Risk
• Political Relationships
• Political Strategies
• Process Model
• Productivity
• Public Affairs
• Public Opinion
• Regulatory Risk
• Securing Natural Resources
• Security and Competitiveness
• Semiglobalization
• Sovereignty
• Trade Flows
Education and International Business

- International Business Programs

Entrepreneurship

- Comparative Entrepreneurship
- Entrepreneurial Efficacy
- Entrepreneurship Business Strategy
- Local Entrepreneurial Behaviors
- Local Knowledge as Entrepreneurial Driver
- Intrapreneurship

Finance

- Bankruptcy / Default
- Bid-Ask Spread
- Bondholder Value
- Book Value Bias of Long-Term Debt
- Business Performance
- Capital Budgeting
- Capital Market Development
- Capital Structure
- Credit Ratings
- Contingent Earnouts
- Cost of Capital
- Currency Translation
- Derivatives
- Dismissal Risk
- Dividend Policy
- Earnings Management
- Equity and Bond Markets
- Exchange Rates
- Exchange Risk Pricing
- Finance as an Ownership Advantage
- Financial and Industrial Structure
- Financial Contracting
- Financial Management
- Financial Markets
- Financial Risk Assessment
- Financing Procedures
- Firm Exposure
- Foreign Exchange Management and Risk
- Foreign Portfolio Investment
- Global vs. Multinational Capital Allocation
- Hedging Strategies
- Initial Public Offerings (IPOs)
- Inside Ownership
- Institutional Domestic and Foreign Investors
- Insurance
- Intangible Assets
- International Asset Pricing
- International Cross-Listing
- International Financial Integration
- Investment Incentives
- Investor’s Valuation
• Joint Venture Sell-Off
• Market Value
• Mortgage Backed Securities
• Mutual Funds
• Private Equity and Portfolio Diversification
• Privatization
• Project Finance
• Profitability
• Return on Assets (ROA)
• Risk and Risk Exposure
• Securities Litigation
• Shareholder Lawsuits
• Shareholder Value
• Speculation and Arbitrage
• Sovereign Bonds / Sovereign Debt
• Stock Market Manipulation
• Stock Market Valuation
• Stock Market Volatility
• Stock Prices
• Unconditional Asset Pricing Models
• Venture Capital
• Working Capital

Human Resources and Industrial Relations

• Administrative Change
• Bargaining
• Behavioral Integration
• Board of Directors
• Career Progress
• CEO Compensation
• CEO Tenure
• Comparative HRM
• Compensation Policies
• Dispute Resolution
• Emerging Global Labor Market
• Employment
• Expatriation / Repatriation
• Gender Diversity
• Gender Equality
• HR Diffusion across Countries
• HRM in Emerging MNEs
• HRM Strategies
• Human Resource Management (HRM)
• Industrial Behavior
• Industrial Diversification
• Industrial Groupings
• Industrial Structure
• Intercultural Work Relationship
• International Contracting
• Interpersonal Trust
• Job Satisfaction
• Judgment and Decision Making
• Labor Practices
• Labor/Management Issues
• Leader-Member Exchange
• Managerial Cognition
• Management Effectiveness
• Manpower Planning
• Mentoring
• Multilingual Systems
• Multi-Market Contact
• Negotiation and Bargaining Procedures
• Organizational Behavior
• Organizational Citizenship Behavior
• Organizational Justice
• Outsourcing of High-End Jobs
• Perception of Top Management
• Personnel
• Professional Culture
• Protean and Boundaryless Careers
• Recruiting and Training Issues
• Symbolic Adoption
• Symbolic Management
• Teams and Teamwork
• Top Management Teams
• Training and Development
• Valuation in a Global World
• Values
• Visibility
• Wage Negotiations
• Work-Family Issues

Industry Studies

• Aerospace and Defense
• Alcoholic Drinks
• Apparel
• Automotive
• Banking and Finance
• Catering and Vending
• Chemicals
• Computers and Electronics
• Consumer Electronics
• Demographics and Lifestyles
• Domestic Appliances
• Energy
• Entertainment and Leisure
• Food and Beverages
• Health and Wellness
• Healthcare
• Household Care
• Household Products
• Housewares and Home Furnishings
• Industrial and Manufacturing
• Luxury Goods
• Marketing Services
• Metals
• Non-Profits
• Packaging
• Personal and Leisure Goods
• Personal Care
• Public Sector
• Publishing and Media
Institutions and International Business

- Benefits to Corporations
- Bureaucracies
- Business and Society / Business in Society
- Business and the Environment
- Business/Government Interaction and Relations
- Corporate Political Strategy
- Civil Society
- Expropriation
- Global Institutions
- Institutional Context
- Institutional Environment
- Institutional Trajectories
- Institutionalism
- Inter-Government Relations
- International Organizations
- Markets and Institutions
- MNE-Host Country Relations
- Multi-Party Cooperation
- Nationalization
- Non-Governmental Organizations (NGOs)
- Shaping Institutional Trajectories
- Trade Blocks
- Transparency Within and Among MNEs and National States

International Business Research Agenda

- Evaluation of Current Empirical Approaches
- Evaluation of Current Theories
- Integration of Pre-Existing Theoretical Approaches
- International Business Theory
- New Bespoke Theoretical Directions

Law

- Consumer Protection
- Distributive Justice Values
- Extraterritoriality
- Foreign Investment Laws
- International Property Law
- International Regulations
- Investment Appraisal
- Investment Guarantees and Dispute Settlements
- Joint Venture Contracts
- Justice
- Law of Contract
- Legal Enforcement
- Legal Origin
- MNEs and Imperfect Contracts
- Regulating MNEs
- Trade Law

Management

- Best Practices
- Bounded Rationality
- Business Functions
- Business Systems
- Competitive Advantage
  - Ambidexterity
  - Capabilities and Capability Development
  - Competences
  - Firm-Specific Advantages
  - Global Competition
  - Location and Monopolistic Competition
  - Location Strategy
  - Location-Specificity
  - Strategic Knowledge Capabilities
- Communities of Practice
- Comparative Management
- Context Analysis / Environmental Scanning
- Corporate Governance
  - Bribery / Corruption / Fraud
  - Corporate Political Strategies
  - Corporate Security
  - Corporate Social Responsibility
  - Decision-Making
  - Elections
  - Firm-Self Regulation
  - Global Stakeholders
  - Sustainability
- Cross-Cultural Management
- Externalization Strategy
- Goal Incongruence
- Inertia
- Information
- Influence Strategies
- Inter-Firm Transfer
- International Experience
- Inter-Organizational Relationships
  - Alliances and Joint Ventures
  - Commitment
  - Conflict and Coordination
  - Formation and Dissolution
  - Inter-Firm Organizations
  - International New Venture
  - Knowledge and Productivity Spillovers
  - Networks
  - Power and Dependence
  - Relational Embeddedness
  - Relational Management
  - Relational Models
  - Relational Norms
  - Transactional Characteristics
- Trust
  - Intra-Organizational Structures
    - Decision-Taking Structures
    - Delegation
    - Diversified Firms
    - Routines
    - Social Beliefs
    - Social Trust
    - Sociology of Organizations
    - Trust
  - Intra-Firm Politics
  - Intra-Firm Trade
  - Intra-Firm Transfer
  - Issue-Selling
  - Knowledge Management
    - Absorptive Capacity
    - Experiential Knowledge
    - Exploration/Exploitation
    - Global and Local Knowledge
    - Institutional Knowledge
    - Knowledge Acquisition and Sharing
    - Knowledge Activists
    - Knowledge Archetypes
    - Knowledge Diffusion
    - Knowledge Sourcing
    - Knowledge Stocks and Flows
    - Knowledge Strategies
    - Knowledge Transfer
    - Location-Bound Knowledge Bundles
    - Tacit/Explicit
  - Management Information Systems
    - Business Performance Management
    - Data Mining
    - Decision Support Systems / Expert Systems
    - Human Resource Management Systems
    - Knowledge Management Systems
    - Management of Technology
  - Management of Market Risk
  - Managing Foreign Operations
  - Multinational Corporations (MNCs) and Enterprises (MNEs)
    - Cross-Border Investments
    - Cross-Border Mergers and Acquisitions (M&As)
    - Diversification Strategies
    - Evolving Role of Subsidiaries and Headquarters
    - Foreign Direct Investment
    - Headquarters-Subsidiary Roles and Relations
    - Knowledge Seeking Behavior
    - Knowledge Transfer and Innovation in MNCs/MNEs
    - Parent Subsidiary Links
    - Regional Headquarters (HQs)
    - Regional Strategy or Strategies
    - Subsidiary Development, Expansion and Growth
    - Subsidiary Networks
    - Subsidiary Performance
    - Subsidiary Relations
    - Subsidiary Rent-Seeking
    - Subsidiary Roles
    - Subsidiary Strategies
• Opportunism
• Organizational Change
• Organization and Management
  o Comparative Organizational Studies
• Organizational Control and Design
  o Control and Coordination Mechanisms
  o Hegemony and Dependence
  o Interdependence
  o Oligarchic Family Control
  o Paternalism
  o Split Control
• Organizational Memory/Knowledge Structures
• Organizational Learning
  o Learning Advantages of Newness
  o Strategic Learning
  o Unlearning
• Organizational Structure
• Organizational Transformation
• Ownership / Control Structures
  o Business Groups
  o Holding Companies
  o Family Conglomerates
• Performance
• Role of Time
• Small-and-Medium-Sized Enterprises (SMEs)
• Small-to-Medium-Sized Firms
• Social Issues
• Strategy and Business Strategy
  o Firm Boundaries
  o Global Learning
  o Global Location Portfolios
  o Global Opportunity Recognition
  o Global Strategy
  o Integration and Responsiveness
  o International Acquisitions
  o International Corporate Expansion
  o Internationalization
  o Mimetic Behavior
  o Specialized Firms
  o Strategic Change
  o Strategic Initiative
  o Strategic Role of Locations
  o Strategy Processes
• Stratification
• Transfer Pricing
• Transnationals

Marketing and Consumer Behavior

• Advertising
• Barter / Countertrade
• Branding and Brand Management
• Business-to-Business Marketing
• Buyer-Seller Relationships in International Markets
• Channel Governance
• Comparative Marketing
• Consumer Behavior
• Country of Origin Effects
• Distribution Channels
• Early Adopters
• Emotion
• Export Marketing (or, Export/Import Marketing)
• Foreign Market Entry
• Global Account Management
• Market Segmentation
• Marketing Management
• Marketing Strategy
• Pricing
• Product Differentiation
• Product Positioning
• Promotion
• Relationship Marketing
• Retailing
• Sales Force Marketing
• Services Marketing
• Standardization/Adaptation

Socioeconomic Studies

• Developed Markets / Countries / Economies
  o Unemployment in Developed Countries
• Developing Markets / Countries / Economies
  o Evolution of MNEs from Developing Countries
• Emerging Markets / Countries / Economies
  o Acquiring and/or Integrating Emerging Market Firms
  o Comparisons Across Emerging Markets
  o Competitive Strategies of Local Emerging Market Firms
  o Competitive Strategies of Non-Emerging Market Firms for Emerging Markets
  o Contingent Emerging Market Deployment
  o Convergence/Divergence Among Emerging Markets
  o Convergence/Divergence Between Emerging Markets and Non-Emerging Markets
  o Corporate Governance in Emerging Markets
  o Cross-Cultural Issues in HRM in Emerging Markets
  o Economic and/or Cultural Risks in Emerging Markets
  o Economic Development in Emerging Markets
  o Emerging Market Multi-Nationals
  o Entrepreneurship in Emerging Markets
  o Foreignness and Emerging Markets
  o General Emerging Markets Theory
  o How Emerging Market Institutions Shape MNEs' Competitive Strategies
  o Locational Advantage (or, Disadvantage) of Emerging Markets
  o Marketing in Emerging Markets
  o MNEs and Economic Growth in Emerging Markets
  o Strategic Alliances in Emerging Markets
  o Theoretical Usefulness of Emerging Market Category

• Global Environment
• Global Integration
• Human Rights
• Low-Income Markets (Bottom of the Pyramid)
• Non-Emerging Markets
• Regional Integration
• Social Alliances
• Speculators
• Sustainable Development
• Transitional Economies
• Triad

Supply Chain Management and Operations Management

• Crossing Locales in International Operations
• Global Supply Chain Strategies
• Logistics
• Manufacturing Distribution
• MNEs and Distribution Power
• Offshoring
• Outsourcing
• Production/Sourcing Operations Management
• Supplier Management
• Supply Chain Integration
• Value Chain

Technology and Innovation

• Creativity
• E-Commerce or Electronic Commerce
• Economics of Innovation
• Global Product Design and Development
• Innovation and R&D
• Innovation/Creativity
• Intellectual Property
• IT/IS Infrastructure
• Knowledge Creation by Global Start-ups
• New Product Development
• Networking Technologies
• Patents
• Technological Change
• Technology Transfer

Other