

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

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

Culture

- Convergence of Cultures
- Cultural Dimensions

- Cultural Distance
- Cultural Frameworks
 - GLOBE
 - Hofstede
 - 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
 - Globalization in the Communist Era
 - 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
 - Agglomeration
 - Clustering
 - 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

- Retail
- Services
- Software
- Telecommunications
- Tobacco
- Toys and Games
- Travel and Tourism

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
 - Comparative Organizational Studies
- Organizational Control and Design
 - Control and Coordination Mechanisms
 - Hegemony and Dependence
 - Interdependence
 - Oligarchic Family Control
 - Paternalism
 - Split Control
- Organizational Memory/Knowledge Structures
- Organizational Learning
 - Learning Advantages of Newness
 - Strategic Learning
 - Unlearning
- Organizational Structure
- Organizational Transformation
- Ownership / Control Structures
 - Business Groups
 - Holding Companies
 - Family Conglomerates
- Performance
- Role of Time
- Small-and-Medium-Sized Enterprises (SMEs)
- Small-to-Medium-Sized Firms
- Social Issues
- Strategy and Business Strategy
 - Firm Boundaries
 - Global Learning
 - Global Location Portfolios
 - Global Opportunity Recognition
 - Global Strategy
 - Integration and Responsiveness
 - International Acquisitions
 - International Corporate Expansion
 - Internationalization
 - Mimetic Behavior
 - Specialized Firms
 - Strategic Change
 - Strategic Initiative
 - Strategic Role of Locations
 - 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
 - Unemployment in Developed Countries
- Developing Markets / Countries / Economies
 - Evolution of MNEs from Developing Countries
- Emerging Markets / Countries / Economies
 - Acquiring and/or Integrating Emerging Market Firms
 - Comparisons Across Emerging Markets
 - Competitive Strategies of Local Emerging Market Firms
 - Competitive Strategies of Non-Emerging Market Firms for Emerging Markets
 - Contingent Emerging Market Deployment
 - Convergence/Divergence Among Emerging Markets
 - Convergence/Divergence Between Emerging Markets and Non-Emerging Markets
 - Corporate Governance in Emerging Markets
 - Cross-Cultural Issues in HRM in Emerging Markets
 - Economic and/or Cultural Risks in Emerging Markets
 - Economic Development in Emerging Markets
 - Emerging Market Multi-Nationals
 - Entrepreneurship in Emerging Markets
 - Foreignness and Emerging Markets
 - General Emerging Markets Theory
 - How Emerging Market Institutions Shape MNEs ♦ Competitive Strategies
 - Locational Advantage (or, Disadvantage) of Emerging Markets
 - Marketing in Emerging Markets
 - MNEs and Economic Growth in Emerging Markets
 - Strategic Alliances in Emerging Markets
 - 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