



DBA RESEARCH PROPOSAL SAMPLE

The Impact of Industrial Globalization on Business

ABSTRACT

Industrial globalization offers the need for various companies to further expand their territories in an international scope. Research has also presented some challenges with regard to this trend, including the problems and difficulties involved in the process of transferring knowledge, and has also focused on the vital role of implementing knowledge coming from other locations of the world, along the learning that is needed in order to do so. As such, appropriate knowledge transfer, learning and implementation are vital in the success of international business.

For example, Chinese multinational companies are a significantly new phenomena, are ill-disposed culturally, new players to the international market, and are relatively new to this idea. This research will use some longitudinal ethnographic study in order to determine whether and how they can reconcile the issues at hand, in order to advance in understanding about the connection between learning and knowledge, as well as other issues related to international business development.

Background of the Study

The knowledge transfer process, knowledge source, and the recipient of the knowledge have all been categorized as the main principle elements involved in a knowledge-management system. (Wilhelm, 1997). As knowledge distribution and retention have always proved to be the concern of different organizations, with their managers, sophisticated systems and techniques have been

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designed as a way to manage the knowledge source, along with knowledge transfer. One of the primary recent research streams in international business has something to do with knowledge management inside multinational corporations, particularly involving knowledge transfer between the parent firms and subsidiaries. In the perspectives of these firms, and for the purpose of research on them, cross-border knowledge transfer, alongside implementation have turned out to become hot topics for discussion.

For most of the multinational companies, knowledge transfer is essential for achieving development and self-improvement, both in host and home markets. Transferring knowledge is a circular process. Multinational companies gather knowledge from their business partners, applying it back in order to do business with these, as well as other business partners. With this, application of knowledge plays a vital role in determining the overall effectiveness of knowledge transfer. Without it, these companies are not able to develop, even not surviving amidst foreign markets. As such, the implementation of transferred knowledge need to be the focal point, particularly for companies that deal with multinational markets.

Literature Review

Berkeley and Crimson (1978) emphasized the important fact that the existence of multinational companies depend on its capability to internalize some externalities. This is done by putting resources together, along with the different activities, at a relatively efficient rate than what is seen in most markets. As explained by Kurt and Xander (1995), multinational companies were defined as a typical

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social community with which knowledge exists among members that are cooperating. This includes the productive knowledge which serves as a competitive advantage.

These days, multinational companies are viewed widely as among the most effective mechanisms for international transfer of knowledge. According to this knowledge, these companies can create and transform dynamic networks of information that involves the multi-location of data inputs, dispersing and centralizing information processing, constantly evolving modes involved in data analysis and capabilities in knowledge processing.

Research Question

The conditions and capabilities of successful transfer of knowledge have been viewed from different perspectives and contexts by different international researches, though there are a number of studies involved in the implementation of knowledge transfer, particularly the international business knowledge transfer in between multinational companies. In this research, how companies connect external transfer of knowledge and learning, particularly how they translate knowledge from a specific subsidiary to a different one. How knowledge is reorganized, adapted, and institutionalized. Therefore, it uses two perspectives involved in knowledge transfer and implementation, that of the actual knowledge transfer, as well as knowledge learning. It aims ultimately to provide different references for the improvement of management practice in relation to knowledge transfer and learning, in the field of international business.

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References

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Wilhelm, P. (1997). *The Various Cultural Dimensions Involved in International Business*, 4th ed. Upper River, NJ: ABC Press.