



THE UNIVERSITY *of York*

**Centre for Evolution of Global Business and Institutions (CEGBI)
Guest Lecture Series**

**The Centre for Evolution of Global Business
and Institutions
invites you to**

**'Fifty Years of International
Business Theory'**

**by Professor Alan M. Rugman
(University of Reading)**

2nd February 2011, 4:30pm – 6:00pm

**Venue: Room LMB/002X, Management and Law Building,
Heslington East, University of York**



R.S.V.P to Professor Teresa da Silva Lopes

by email: management-cegbi@york.ac.uk

by post:
Professor Teresa da Silva Lopes
Centre for Evolution of Global Business and Institutions (CEGBI)
The York Management School
University of York
Freboys Lane
Heslington
York
YO10 5GD

by phone: +44 (0) 1904 325023

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Professor Alan M. Rugman

"Fifty Years of International Business Theory"

2nd February 2011, at 4:30pm

Alan M. Rugman is Professor of International Business at the Henley Business School of the University of Reading. He is the Director of Research in the School of Management. Previously he held the L. Leslie Waters Chair of International Business at the Kelley School of Business, Indiana University, 2001-2009. He was Thames Water Fellow in Strategic Management at Templeton College, University of Oxford from 1998-2001. Earlier he held tenured posts at the University of Toronto 1987-1998, Dalhousie University 1979-1987, and the University of Winnipeg 1970-1978. He has also been a visiting professor at Columbia Business School, London Business School, Harvard University, U.C.L.A., M.I.T., Warwick Business School, the University of Paris-La Sorbonne, and St. Louis University. Professor Rugman has published over 250 articles and 15 books dealing with the economic, managerial, and strategic aspects of multinational enterprises and with trade and investment policy.

Abstract:

As the field of international business has matured, there have been shifts in the core unit of analysis. First, there was analysis at country level, using national statistics on trade and foreign direct investment (FDI). Next, the focus shifted to the multinational enterprise (MNE) and the parent's firm specific advantages (FSAs). Eventually the MNE was analysed as a network and the subsidiary became a unit of analysis. We untangle the last fifty years of international business theory using a classification by these three units of analysis.

