Proposal for Establishing Chinese MNC Database

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Scope of Database

• Survey based firm level data
• Covering a range of issues related to the entire process and various steps of Chinese MNCs' strategic FDI planning and implementation
  – e.g. home and international business environment;
  – e.g. strategies, management approaches, control systems, performance of Chinese MNCs, and etc.
Why Such a Database?

• **Government**
  – Funded by National Natural Science Foundation of China (NSFC)
  – “Go Global” strategy

• **Nankai University**
  – “Unique Product” of Nankai University
  – Conducting Academic Research

• **International Academic Community**
  – Difficulties in conducting survey in China, but there is a demand
Collaborative Partners & Roles

• Nankai University
  – Providing funding
  – Collaborating administrative activities
  – Managing and hosting the database, etc.

• MOC
  – Distributing and collecting survey questionnaires
  – National wide survey of all Chinese MNCs
  – Once every two years

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