

Centre for Asian Business and Economics

CABE RESEARCH SEMINAR SERIES

PRESENTER Professor Jonathan Doh (Villanova School of Business)



TOPIC Part I: Navigating Cross-Border Institutional Complexity: A Review and Assessment of Multinational Nonmarket Strategy Research
&
Part II: Publishing in Leading Management Journals: Perspectives from Journal of Management Studies

DATE Thursday 8 April 2021

TIME 9.00am – 10.00am

VENUE Zoom(<https://unimelb.zoom.us/j/83836969166?pwd=ME52R3o3UjVaaZF6NVczTEY1V05KUT09>) Password: 053079

ABSTRACT

Multinational enterprises are deeply engaged in nonmarket strategy (NMS), including both corporate political activity (CPA) and strategic corporate social responsibility (SCSR). In the first part of the presentation, Jonathan will provide a brief overview of the results of a review paper on multinational NMS research according to contributions' theme, method, context, theory, and level of analysis. He and co-authors developed a multi-level, institutional multiplicity framework to organize our analysis of this large and fragmented body of literature. They identified the most impactful contributions within three major themes – multinational CPA, multinational SCSR, and the integration of CPA and SCSR – and their respective subthemes, and call attention to limitations in the extant research. They also highlight promising avenues for future research.

In the second part of the presentation, Jonathan will discuss the challenges and opportunities of publishing in leading management journals, drawing on his experience of Editor-in-Chief of *Journal of World Business* (2014-2018) and his editorial leadership with *Journal of Management Studies* (Senior Associate Editor, 2019; General Editor 2020-).

BIO

Jonathan Doh is Associate Dean of Research and Global Engagement, Rammrath Chair in International Business, Co-Faculty Director of the *Center for Global Leadership*, and Professor of Management at the Villanova School of Business. He teaches and does research at the intersection of international business, strategic management, and corporate responsibility. Doh has been a visiting professor at Vienna University of Economic and Business, University of Auckland, and University of Sydney, among others. Previously, he was on the faculty of American and Georgetown Universities and a trade official with the U.S. Department of Commerce. Jonathan is author or co-author of more than 80 refereed articles, 35 chapters, a dozen teaching cases and simulations, and eight books. His articles have appeared in *AMR*, *AMP*, *AMLE*, *BEQ*, *JIBS*, *JOM*, *JMS*, *MISQ*, *OS*, and *SMJ*. His most recent books are *Aligning for Advantage: Competitive Strategies for the Political and Social Arenas* (Oxford University Press, 2014), and *International Management: Culture, Strategy, and Behavior* (McGraw-Hill/Irwin), which is in its 12th edition. He was Editor-in-Chief of *Journal of World Business* from 2014-2018 and has been General Editor of *Journal of Management Studies* since January 2020. An elected fellow of the Academy of International Business, he holds a Ph.D from George Washington University.



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