

Syllabus
Teoría micro de la dinámica del crecimiento de la Empresa
Y La ET mexicana

Dr. Gustavo Vargas S.

Prerequisites: Intermediate microeconomics, international economics

I. The firm and the market

- a. The firm, the market and the value.
- b. The global: oligopoly, the market and value

II. The firm transformation dynamic, from small firm to MN and ET.

II.1: The theory of the growth of the firm

- a. E. Penrose,
- b. A. Chandler.
- c. Casos de grandes empresas mexicanas y ET mexicanas

II.2: The Theory of the oligopoly:

Dinámica de crecimiento de empresas y mercado

- a. Teoría del oligopolio (Casos teóricos)
- b. Casos de oligopolios en México

II.3 The theories of the multinational corporation. The art state.

- a. Hymer
- b. R. Vernon, J H Dunning, Sumantra Ghoshal and D. Eleanor Westney
- c. Caves, Ch. Kindelberger, F Knickerbocker,
- d. Head, Markusen
- e. Internalization view.
- f. F. Fajnzylber
- g. Aportaciones recientes:
 - a. CEPAL
 - b. Etc.....

III. Topics of the ET analysis

- a. Foreign direct versus portfolio investment
- b. Multinational Enterprises and the global economy
- c. Globalization of industries
- d. The product Cycle and the process of internationalization
- e. Strategy & structure of the multinational enterprise
- f. Country vs Firm based advantages
- g. Organization of International operations
- h. Configuring Production Across Countries

- i. Learning models of Internationalization
- j. Vertical multinational, fragmentation and outsourcing
- k. Horizontal and vertical integration
- l. Market Focus: Financial Services
- m. Regional Strategies
- n. Strategic alliances
- o. Geography, Innovation & Knowledge
- p. Multinational the third World and globalization

IV. The Mexican multinational corporations

Emprise		
CEMEX	X	
AMÉRICA MOVIL		
GRUPO BIMBO	X	
GRUPO GRUMA	X	
SAVIA		
IMSA		
CINTRA AEROMEXICO		
GRUPO MODELO		
TELMEX		
VITRO		
VISA		
ACEROS Y PETROQUÍMICA ALFA		
TEXTIL SYNKRO		
GRUPO CARSO (TELECOM)		

IV. Una aproximación micro de la dinámica de las ET mexicana

V. Las pequeñas y medianas empresas mexicanas frente a las ET

Forma de trabajo: Seminario

Calificación: Controles de lecturas	(x clase)	20
Exposición avances de trabajo final	(x clase)	20
Exposición teoría	(Tema del programa)	20
Trabajo investigación final (ET mexicana)		20
Examen final	(exposición trabajo final)	20

Literature:

The course draws on a number of books and recent papers. The most important references are given below.

I also refer to chapters in the following books:

The Firm

General literature

- Eichner, A.** 1976. *The Megacorp and Oligopoly*. Cambridge: Cambridge University Press.
- Gohkan Capoglu** Prices, Profits and Financial Structures. A Post-keynesian Approach to Competition . Edit Edward Elgar.
- Lavoie Marc.** Foundations of Post-Keynesian Economic Analysis. Edward Elgar. 1992.
- Lavoie M.,** 2006, 150 pp. *Introduction to Post-Keynesian Economics*, Palgrave/Macmillan,
- Lee F..** Post Keynesian Microeconomic Theory
- Vargas S. G.** Teorías de la empresa y la competitividad. Edit. Castdel 2006
- Varian, Hal. R.** Microeconomía intermedia, un enfoque actual, Edit. Antoni Bosch.

complementary

- Adreus P.W.S.. Economía de la Empresas Industriales. Cap. V. **Santiago Rueda Editor. Buenos Aires. 1949.**
- Labini Sylos. Las Fuerzas del Desarrollo y del Declive. Cap.VI. **Oikos-tau. España, 1988.**
- Steindl Josef *Precios, Costos y Márgenes de Ganancia,*
- Ackerman Frank. [Consumer in Theory](#): Alternative Perspectives on the Economics Of Consumption. **Journal of Economic Issues. Septiembre 1997.**
- Weintraub Sydney. [The fuondations of the demand curve.](#) **American Economic Review. Septiembre. 1942.**
- Nell Edward. [Demanda efectiva, Precios y Salarios.](#) Capítulos: 9, 10, 11 y 12. **Trillas. México, 1983.**
- Kriesler Peter. Kalecki's microanalysis.Cap.1. Introducción.

- Cambridge University Press. 1987.**
 Bhaduri Amit. Microfoundations of Macroeconomics. Theory-A Post-Keynesian view.
Unconventional economic essays/ selected papers of Amit Bhaduri. Bombay: Oxford University, 1993.
- Wood Adrian El margen de ganancia a largo plazo
- Downward P., *Pricing Theory in Post Keynesian Economics.*
- Bortis H., *Institutions, Behaviour and Economic Theory: A Contribution to Classical Keynesian Political Economy*
- Lutz M. A., *Economics for the Common Good.*
- Fligstein N., *The Architecture of Markets.*
- Holt and S. Pressman, *A New Guide to Post Keynesian Economics*
- Locke K., *Grounded Theory in Management Research*
- Harcourt y Kenyon Peter, La fijación de precios y la decisión de inversión.
- Ocampo, J. Antonio. Lecturas del FCE. N. 60 Economía poskeynesina Selección, 1968. México, D. F.

Fuentes:

www.aunamexico.org

<http://foros.forosmexico.com>

Temas y preguntas para el control de lectura

I. La empresa, el mercado y la competencia

- a. La empresa, el mercado y la competencia
- b. La empresa oligopolica y el mercado de oligopolio
- c. La empresa transnacional, el oligopolio mundial

Subject: The firm and the oligopoly

1. *Definición de Empresa: Naturaleza de la megacorporación*
2. *Defina la empresa en la teoría neoclásica*
3. *Defina la empresa en la teoría de PK*
4. *Defina la empresa en la teoría de la administración TA*
5. *Defina la empresa como una mega corporación*
6. *Defina la empresa como una empresa transnacional*

Eichner The Megacorp and Oligopoly, (P. 19 a 54)

Lee cap.2
Lavoie c. 3
G. Capoglu c. 4
Vargas c.6

Subject: The competition

Questions for the competition subject:

1. *Qué es la competencia,*
2. *Cómo define la escuela neoclásica la competencia*
3. *Cómo define la escuela pos keynesiana la competencia*
4. *Cuáles son los puntos de controversia en la conceptualización de competencia*
5. *Cuál es la relación entre competencia y mercado*
6. *Cuál es la relación entre competencia y empresa*
7. *Cuál es la relación entre competencia e incertidumbre*

G. Capoglu Cap. 2 y 3
G. Vargas, Cap. 2, 3
A. Koutsoyiannis Capítulo 11. Crítica de la TNE (259 a 272)
M. Lavoie c.1 y 2.
Varian,

II. Objeto de estudio: La dinámica de transformación de la empresa hasta convertirse en oligopolio y ET.

II.1: Crecimiento de la empresa

- a. Teorías del crecimiento de la empresa
- b. Casos de grandes empresas internacionales.
- c. Casos de grandes empresas mexicanas y ET mexicanas

II.2: El oligopolio: Dinámica de crecimiento de empresas y mercado

- a. Teoría del oligopolio
- b. Casos de oligopolios
- c. Casos de oligopolios en México

Questions of the inversion determinants:

1. *Defining money*
2. *Defining investment in the neoclassical frame work.*
3. *Defina la inversión en el contexto PK.*
4. *Explique el modelo de inversión a nivel micro*

M. Lavoie c. 3,4.
G. Capoglu c.4
F. Lee c.2,3

Questions of production, technology and organization:

M. Lavoie c. 3
G. Capoglu c 4
F. Lee c.2,3
Vargas c.3

Questions of cost theory:

- 1. Defining total costs*
- 2. Average cost*
- 3. Marginal cost*

M. Lavoie c. 3
Labini Sylos c. 1
Koutsoyiannis Microeconomía, Cap. 4. (P. 122 a 160)
F. Lee c.4,5
Vargas c. 3

Questions of theory of pricing, the supply curve:

- 1. Explaining the U supply curve in the short room*
- 2. Explaining the horizontal supply curve in the short room*
- 3. Explaining the U supply curve in the long room*
- 4. Explaining the horizontal supply curve in the long room*

M. Lavoie c. 3.
Vargas c.3
F. Lee c.5,6
A. Eichner The Megacorp and Oligopoly, (P. 55 a 103)
A. Eichner The Megacorp and Oligopoly, (P. 103 a 108)
Labini Sylos c. I. 2,3,4

Questions for the relation ship supply and demand

- 1. The determinants of supply and demand*
- 2. What mean the demand and supply equilibrium.*

M. Lavoie c. 5,6,7
Labini Sylos p.III
F. Lee c.8 a 12
R. Huerta Q.

Questions of the firm as financier agent and financier group

- 1. Explain why the firm has a financier activities*
- 2. Explain the monetary and financier decision of the firm*
- 3. Explain Mark ups, finanzas, inversión y actividad económica, crédito y dinero*

Lee cap. 13

M. Lavoie c.4
G. Capoglu c.6

Questions of the competitions, accumulating, and the growth of the firm.

- 1. Explain the relation between competition and firm growth*
- 2. Why the firm grows?*

<i>E. Penrose</i>	<i>Teoría del Crecimiento de la Empresa,</i>
<i>F Lee</i>	<i>Caps. 6, 7. F. Lee. UKC, U</i>
<i>A. Chandler, Jr</i>	<i>STRATEGY AND STRUCTURE,.</i>
<i>M. Lavoie</i>	<i>C. 5, 6.</i>
<i>G. Capoglu</i>	<i>c.4,5,6,7,8</i>
<i>Vargas</i>	<i>c.5,6</i>

Questions for the theory of the growth of the firm

- 1. How Penrose explain the growth of the firm*
- 2. How the PK explain the growth of the firm*
- 3. How Chandler explain the growth of the firm*
- 4. What are the microeconomics factor that explains the growth of the firm.*

<i>E. Penrose</i>	<i>Teoría del Crecimiento de la Empresa,</i>
<i>F Lee</i>	<i>Caps. 6, 7. F. Lee. UKC, U</i>
<i>A. Chandler, Jr</i>	<i>STRATEGY AND STRUCTURE,.</i>
<i>M. Lavoie</i>	<i>C. 5, 6.</i>
<i>G. Capoglu</i>	<i>c.4,5,6,7,8</i>
<i>Vargas</i>	<i>c.5,6</i>

III. Theories of the ET

Hymer S, La compañía multinacional

Hyer, S. "A Comparison of Direct and Portfolio Investment" and "The Theory of International Operations," *The International Operations of National Firms*. Cambridge, MA: MIT Press.

Charles Kindleberger, "The Theory of Direct Investment" and "The International Corporation," *American Business Abroad*, MA: MIT Press, 1969.

F. Knickerbocker, "Introduction," *Oligopolistic Reaction and Multinational Enterprise*, Division of Research, Harvard Business School, Boston, 1974.

Caves, R. *Multinational enterprise and economic Analysis*, 2nd edition, Cambridge University Press, 1996. Chp. 4.

Head, Keith, *Elements of multinational strategy*,
<http://pacific.commerce.ubc.ca/keith/book/book02.pdf>

Markusen, James, *Multinational firms and the Theory of international trade*, MIT Press 2002.

otros

Head, ch. 9

Caves, ch. 2

Horstmann, I. and J. Markusen, Endogenous Market Structures in International Trade, *Journal of International Economics*, 1992, 111-129.

Markusen, J.R. and K. Maskus, General Equilibrium Approaches to the Multinational Firm: A Review of Theory and Evidence, NBER Working Paper 8334 (<http://papers.nber.org/papers/w8334.pdf>).

Brainard, S.L. An Empirical Assessment of the Proximity-Concentration Trade-off Between Multinational Sales and Trade, *American Economic Review* 87, 1997, 520-544.

Helpman, E., M.J. Melitz and S.R. Yeaple, Export versus FDI, NBER Working Paper 9493, January 2003 (<http://www.nber.org/papers/w9439>)

Markusen, J.R. and A. Venables, "Multinationals and the New Trade Theory," *Journal of International Economics* 46 (1998), 183-204.

Markusen, J.R. and A. Venables, "The Theory of Endowment, Intra-Industry, and Multinational Trade," *Journal of International Economics* 52 (2000), 209 - 234.

Carr, D.L., Markusen, J.R. and K. Maskus, "Estimating the Knowledge-Capital Model of the Multinational Enterprise," *American Economic Review* 91 (2001), 693-708.

Blonigen, B. "In Search of Substitution Between Exports and FDI", *Journal of International Economics* 2001.

Head, K. and J. Ries, "Overseas Investment and Firm Exports", *Review of International Economics* 9 (2001), 108-122.

8. Organizational Perspectives on the MNE

D. Eleanor Westney, "Institutionalization Theory and the Multinational Corporation." In S. Ghoshal and E. Westney, eds., *Organization Theory and the Multinational Corporation*. New York: St. Martin's Press, 1993, pp. 53-76.

Jacques Delacroix, "The European Subsidiaries of American Multinationals: An Exercise in Ecological Analysis." In Sumantra Ghoshal and Eleanor Westney, eds., *Organization Theory and the Multinational Corporation*. New York: St. Martin's Press, 1993, pp. 105-135.

Xavier Martin, Anand Swaminathan, and Will Mitchell, "Organizational Evolution in the Interorganizational Environment: Incentives and Constraints on International Expansion Strategy." *Administrative Science Quarterly* 43 (1998):566-601.

Mauro F. Guillén, "Imitation, Inertia, and Foreign Expansion: South Korean Firms and Business Groups in China, 1987-1995." *Academy of Management Journal*, forthcoming.

III. Topics of the ET

a. The ET definition

Raymond Vernon, "Contributing to an International Business Curriculum: An Approach from the Flank," *Journal of International Business Studies*, 25-2 (1994): 215-227.

John H. Dunning, "The Study of International Business: A Plea for a More Interdisciplinary Approach," *Journal of International Business Studies* 20-3 (1989): 411-436.

Sumantra Ghoshal, and D. Eleanor Westney. 1993. "Introduction and Overview." In Sumantra Ghoshal and Eleanor Westney, eds., *Organization Theory and the Multinational Corporation*. New York: St. Martin's Press, pp. 1-23.

Caves (1996), chp. 1 and 2.

b. Foreign direct versus portfolio investment

Caves, ch. 1

Head, ch. 1

Markusen, J.R., "The boundaries of multinational enterprises and the theory of international trade," *Journal of Economic Perspectives*, 1995.

Mauro F. Guillén and Sandra L. Suárez, "The Institutional Environment of Multinational Activity." In S. Ghoshal and E. Westney, eds., *Organization Theory and the Multinational Corporation*, second edition. New York: St. Martin's Press, 2001, forthcoming.

c. *Multinational Enterprises and the global economy*

John H. Dunning, *Multinational Enterprises and the Global Economy* (Wokingham, England: Addison-Wesley, 1993), pp. 54-95.

d. *Internalization*

Peter Buckley and Mark Casson, "A Long Run Theory of the Multinational Enterprise" and "Alternative Theories of the Multinational Enterprise," *The Theory of the Multinational Corporation*, London: MacMillan, 1976.

J. F. Hennart, "The Model," in *A Theory of the Multinational Enterprise*, University of Michigan Press, 1982.

J. F. Hennart, "The Transaction Costs Theory of Joint Ventures: An Empirical Study of Japanese Subsidiaries in the United States." *Management Science* 37(4) (April 1991):483-497.

Caves (1996), chpt. 3.

Head, ch. 8

Ethier, W.J., "The Multinational Firm", *Quarterly Journal of Economics* 101 (1986) 805-833.

Horstmann, I. and J.R. Markusen, "Licensing versus Direct Investment: A Model of Internalization of the Multinational Enterprise", *Canadian Journal of Economics*, August 1986.

Horstmann, I.J. and J.R. Markusen, "Exploring New Markets: Direct Investment, Contractual Relations and the Multinational Enterprise", *International Economic Review* 37, 1996, 1-20.

Markusen, J.R., "Contracts, intellectual property rights, and multinational investment in developing countries," *Journal of International Economics*, 53 (2001), 189 – 204.

Ethier, W.J. and J.R. Markusen, *Multinational Firms, Technology Diffusion and Trade*, *Journal of International Economics* 41, 1996, pp. 1-28.

e. *The product Cycle and the process of internationalization*

Raymond Vernon, "International Investment and International Trade in the Product Life Cycle," *Quarterly Journal of Economics*, 80 (1966):190-207.

Raymond Vernon, "The Product Cycle Hypothesis in a New International Environment," *Oxford Bulletin of Economics and Statistics*, 41(4) (November 1979):255-267.

Yair Aharoni, "Scope and Methods" and "An Overview of the Decision Process," *The Foreign Investment Decision Process*, Boston: Harvard Business School, 1966.

John H. Dunning, "Explaining Changing Patterns of International Production: In Defence of the Eclectic Theory," *Oxford Bulletin of Economics and Statistics*, 41: 269-95, 1979.

Howard Perlmutter, "The tortuous evolution of the multinational firm," in Christopher Bartlett & Sumantra Ghoshal, *Transnational Management* (Homewood, IL: Irwin, 1992), pp. 92-101.

f. Globalization of industries

Michael Porter, "Changing patterns of international competition," in David J. Teece, ed., *The Competitive Challenge* (Cambridge: Ballinger, 1987), pp. 27-57.

Theodore Levitt, "The globalization of markets," *Harvard Business Review* 61(3) (May-June 1983), pp. 92-102. (reprint 83308)

d. Strategy & structure of the multinational enterprise

Howard Perlmutter, "The Tortuous Evolution of the Multinational Corporation," *Columbia Journal of World Business*, 1969.

Michael E. Porter, "Changing patterns of international competition," in David J. Teece, ed., *The Competitive Challenge* (Cambridge: Ballinger, 1987), pp. 27-57.

Derek Channon, "Organizing for international operations," in Derek F. Channon, *Multinational Strategic Planning* (New York: Amacom, 1978), pp. 22-50.

Sumantra Ghoshal, "Global Strategies: An Organizing Framework," *Strategic Management Journal*, vol. 8, 1987.

Bruce Kogut, "A Note on Global Strategies," *Strategic Management Journal*, vol. 10, 1989.

Stephen Kobrin, "An Empirical Analysis of the Determinants of Global Integration," *Strategic Management Journal*, vol. 12, 1991.

e. Country vs Firm based advantages

Michael Porter, "The competitive advantage of nations." *Harvard Business Review* 90(2) (March-April 1990), pp. 73-93, (reprint 90211).

f. Organization of International operations

Ikujiro Nonaka, "Managing globalization as a self-renewing process: experiences of Japanese MNCs," in Christopher A. Bartlett, Yves Doz and Gunnar Hedlund, *Managing the Global Firm* (New York: Routledge, 1990), pp. 69-94.

g. Configuring Production Across Countries

Bruce Kogut, "Designing global strategies: Comparative and competitive value-added chains," *Sloan Management Review* 26(4) (Summer 1985), pp. 15-28, (reprint 2642).

John H. Dunning, *Multinational Enterprises and the Global Economy* (Wokingham, England: Addison-Wesley, 1993), pp. 185-209.

h. Learning models of Internationalization

Bruce Kogut, "Foreign Direct Investment as a Sequential Process," in *The Multinational Corporation in the 1980s*, ed. C.P. Kindleberger and D. Audretsch, Cambridge, Mass, MIT Press, 1983.

Bruce Kogut, and N. Kulatilaka, "Operating Flexibility, Global Manufacturing, and the Option Value of a Multinational Network." *Management Science* 39(11) (November 1993):123-139.

Sea-Jin Chang, "International Expansion Strategy of Japanese Firms: Capability Building through Sequential Entry." *Academy of Management Journal* 38(2) (1995):383-407.

Harry G. Barkema, J. H. J. Bell, and Johannes M. Pennings, "Foreign Entry, Cultural Barriers, and Learning." *Strategic Management Journal* 17(1996):151-166.

i. Vertical multinationals, fragmentation and outsourcing

Caves, ch. 2

Helpman, E., "A Simple Theory of International Trade with Multinational Corporations", *Journal of Political Economy*, 1984, pp. 451-471.

Feenstra, R.C., "Integration of Trade and Disintegration of Production in the Global

Journal of Economic Perspectives 12 (1998), 31-50.

Grossman, G.M. and E. Helpman, "Outsourcing in a Global Economy", NBER Working Paper 8728 (2002).

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J, Internalization

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Ethier, W.J., "The Multinational Firm", *Quarterly Journal of Economics* 101 (1986) 805-833.

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Antras, P. "Firms, Contracts and Trade Structure," MIT, mimeo., (2002).

Ryan, M.J., "Firm-specific Characteristics and the Repeated Decision to Invest Abroad", Western Michigan University, mimeo. (2003).

j. Market Focus: Financial Services

John H. Dunning, "The globalization of service activities." In *The Globalization of Business* (New York: Routledge, 1993), pp. 242-284, 437-443.

Ingo Walter, "Global competitive positioning in financial services," from *Global Competition in Financial Services* (Cambridge, MA: Ballinger, 1988), pp. 43-70. (skim)

k. Regional Strategies

Mitchell Bernard and John Ravenhill, "Beyond product cycles and flying geese: regionalization, hierarchy, and the industrialization of east Asia." *World Politics* 47(2) (January 1995), pp. 171-209

l. Strategic Alliances

J. Peter Killing, "Understanding alliances," in Farok J. Contractor and Peter Lorange, eds., *Cooperative Strategies in International Business* (Lexington, Mass.: Lexington Books, 1988), pp. 55-67.

M. Geography, Innovation & Knowledge

John Cantwell, "Introduction" and "Historical Trends in International Patterns of Technological Innovation," in *Technological Innovation and the Multinational Corporation*, Oxford: Basil Blackwell, 1989.

John Paul MacDuffie, "International Trends in Work Organization in the Auto Industry." In Kirsten S. Wever and Lowell Turner, eds., *The Comparative Political Economy of Industrial Relations* (Madison, Wisconsin: IRRA, 1996), pp. 71-113

Bruce Kogut and Udo Zander, "Did Socialism Fail to Innovate? A Natural Experiment of the Two Zeiss Companies." *American Sociological Review* 65(2) (2000):169-190.

Caves (1996), chpt. 7.

m. Multinational, the third World and globalization

Dennis Encarnation, "Investment and Trade by American, European, and Japanese Multinationals across the Triad." In Mark Mason and Dennis Encarnation, eds., Does Ownership Matter? (Oxford: Clarendon Press, 1994), pp. 205-227.

Caves (1996), chpt. 9.

Nicole Woolsey Biggart and Mauro F. Guillén, "Developing Difference: Social Organization and the Rise of the Auto Industries of South Korea, Taiwan, Spain, and Argentina." *American Sociological Review* 64(5) (October 1999):722-747.

Meyer, John W., John Boli, George M. Thomas and Francisco O. Ramirez. 1997. "World Society and the Nation-State." *American Journal of Sociology* 103(1) (July):144-181.

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Rafael LaPorta, Florencio Lopez-de-Silanes, Andrei Shleifer, and Robert W. Vishny. 1998. "Law and Finance." *Journal of Political Economy* 106(6):1113-1155.

Mauro F. Guillén, "Corporate Governance and Globalization: Is There Convergence across Countries?" *Advances in International Comparative Management* 13(2000):175-204.

Caves (1996), chpt. 5.

William N. Cooke, "The Influence of Industrial Relations Factors on U.S. Foreign Direct Investment Abroad." *Industrial & Labor Relations Review* 51(1) (1997):3-17.

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