



The INSEAD–Wharton Alliance on Globalizing

The INSEAD–Wharton Alliance combines the insights of two leading global business schools to examine the forces that are driving firms to globalize, the consequences – positive and negative – that accompany increasing globalization, and their managerial and political implications. Written by experts in diverse management disciplines – including leadership, finance, marketing, and operations management – the book is an important contribution to contemporary business strategy. In contrast to strident and often heavily rhetorical debates, this volume focuses on the managerial strategies involved in globalizing businesses, including leadership, market entry, and managing risks. The non-partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing, to policymakers interested in whether and how to either slow or accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.

HUBERT GATIGNON is Research Director of the Alliance and Director of the Alliance Center for Global Research and Development. Dr. Gatignon is the Claude Janssen Chaired Professor of Business Administration and Professor of Marketing at INSEAD and is also INSEAD's Dean of the PhD Program.

JOHN R. KIMBERLY is Executive Director of the Alliance. Dr. Kimberly is the Henry Bower Professor of Entrepreneurial Studies and Professor of Management, Health Care Systems, and Sociology at the Wharton School of the University of Pennsylvania.

The INSEAD–Wharton Alliance on Globalizing

Strategies for Building Successful
Global Businesses

EDITED BY HUBERT GATIGNON AND

JOHN R. KIMBERLY

WITH ROBERT E. GUNTHER



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Contributors

RAPHAEL AMIT (WHARTON SCHOOL) Dr. Amit is the Robert B. Goergen Professor of Entrepreneurship, Professor of Management, Academic Director of the Goergen Entrepreneurial Management Programs, Director of the Wharton Electronic Business Initiative (*WeBI*). His research areas are in entrepreneurship, strategic management, venture capital financing, and e-business. Currently he is investigating business model design and performance, family ownership, control and management, and firm performance, growth of emerging businesses, digital transformation, and strategic alliance activity and firm performance. Among many publications, he is co-editor of *Creating Value: Winners in the New Business Environment* (2002).

PHILIP ANDERSON (INSEAD) Dr. Anderson is the INSEAD Alumni Fund Chaired Professor of Entrepreneurship, Director of the 3i Venturelab, and Director of the International Center for Entrepreneurship. His research interests include the formation of entrepreneurial firms, managing growth, processes of technological evolution, managing change and innovation, and strategies for private equity investors. He is co-author of *Managing Strategic Innovation and Change: A Collection of Readings* (1996; and 2nd edn. 2004), and *Inside the Kaisha: Demystifying Japanese Business Behavior* (1997).

REINHARD ANGELMAR (INSEAD) Dr. Angelmar is Professor of Marketing. His current research interests focus on the pharmaceutical industry. He is the co-author of three books, and has also written many case studies, which are used in business schools around the world, including “Advanced Drug Delivery Systems: The Partnership between Ciba-Geigy Pharmaceuticals and Alza Corporation” (with Y. Doz), and “Zantac” (with C. Pinson), which was the winning case in the 1998 European Case Clearing House Awards.

GORDON M. BODNAR (THE JOHNS HOPKINS UNIVERSITY)

Dr. Bodnar is the Morris W. Offit Professor of International Finance at the Paul H. Nitze School of Advanced International Studies (SAIS), The Johns Hopkins University. His research focuses on international and corporate finance. Specific topics include corporate exchange rate exposure, foreign exchange risk management, the valuation of multinational operations, and financial disclosures. He is also an occasional consultant to the financial industry, multinational firms, and international research organizations.

LAWTON R. BURNS (WHARTON SCHOOL) Dr. Burns is the James Joo-Jin Kim Professor, Professor of Health Care Systems and Management, and Director of the Wharton Center for Health Management, and Economics. He is conducting research on integrated healthcare, supply chain management, healthcare management, formal organizations, physician networks, and physician practice management firms. His current projects include examining the healthcare supply chain, the structure, process, and outcomes of integrated delivery systems in healthcare, and hospital ownership conversions. He is the author of *The Health Care Value Chain* (2002).

THOMAS D'AUNNO (INSEAD) Dr. D'Aunno is the Novartis Chaired Professor of Healthcare Management, Director of INSEAD's Healthcare Management Initiative, and Professor of Organizational Behavior. His research focus is on organizational behavior and the performance of healthcare organizations. Dr. D'Aunno has conducted national studies in the United States that were funded by the National Institute on Drug Abuse (NIDA), the Agency for Health Care Quality and Research, and the Pew Memorial Trust.

GEORGE S. DAY (WHARTON SCHOOL) Dr. Day is the Geoffrey T. Boisi Professor, Professor of Marketing, Co-Director of the Mack Center for Technological Innovation, and Director of the Emerging Technologies Management Research Program. His research areas include market-driven competitive strategies in global markets, new product development and management, market structure and competitive analysis, strategic planning processes and methods, and marketing management. His current projects are centered

around competitive strategies in markets for emerging technologies, including how firms survive shake-outs; how innovative organizations choose their growth directions; building market-driven organizations; and capabilities for forging customer relationships. He is the author of *Market-Driven Strategy* (1990) and *The Market-Driven Organization* (1999), and he co-edited *Wharton on Managing Emerging Technologies* (2000).

ARNOUD DE MEYER (INSEAD) Professor De Meyer is the Akzo Nobel Fellow of Strategic Management, Professor of Technology Management and Asian Business and Comparative Management. He is also INSEAD Deputy Dean and Dean of Administration. His main research interests are in innovation management, technology strategy, the implementation of new manufacturing technologies, and the management of R&D. He has authored or co-authored several books, including *Creating Customer Advantage* (1992) and *The Bright Stuff: How Innovative People and Technology Can Make the Old Economy New* (2002).

BERNARD DUMAS (INSEAD) Dr. Dumas is the Rothschild Chaired Professor of Banking and Professor of Finance. He specializes in research in the fields of international finance (investments and portfolio management), international corporate finance, international economics (trade and balance of payments), continuous-time dynamic finance, and capital markets. He is the co-author of *Financial Securities: Market Equilibrium and Pricing Methods* (1996) and *Les titres financiers: équilibre du marché et méthodes d'évaluation* (1995).

HUBERT GATIGNON (INSEAD) Dr. Gatignon is the Claude Janssen Chaired Professor of Business Administration, Professor of Marketing, Dean of the PhD Program, Research Director of the INSEAD-Wharton Alliance, and Director of the Alliance Center for Global Research and Development. His research areas include modeling the factors influencing the adoption and diffusion of innovations and measuring how the effects of marketing mix variables change over conditions and over time. His current research deals with innovation strategies, as well as international marketing strategy. Dr. Gatignon recently published *Statistical Analysis of Management Data* (2003) and he is also a co-author of *MARKSTRAT3: The*

Strategic Marketing Simulation (1997) and *ADSTRAT: An Advertising Decision Support System* (1991).

MAURO F. GUILLÉN (WHARTON SCHOOL) Dr. Guillén is the Felix Zandman Professor of International Management and Professor of Management and Sociology. His research areas are multinational and comparative management, organizational behavior, and sociology of organizations. His current projects include patterns of corporate governance around the world and development of the Internet across countries. Among his recent publications is *The Limits of Convergence: Globalization and Organizational Change in Argentina, South Korea, and Spain* (2000).

PATRICK T. HARKER (WHARTON SCHOOL) Dean Harker is the Reliance Professor of Management and Private Enterprise, Professor of Operations and Information Management and Systems Engineering, and Dean of the Wharton School. His research areas include service operations management and economics, the performance and design of financial institutions, and information technology. His current projects are in the field of productivity and quality in services, customer relationship management (CRM), service quality, and computational equilibrium modeling. He is co-author of *Performance of Financial Institutions* (2000).

GABRIEL HAWAWINI (INSEAD) Dean Hawawini is the Henry Grunfeld Chaired Professor of Investment Banking, Professor of Finance, and Dean of INSEAD. His research interests include corporate finance; value-based management; valuation and risk estimation, and corporate strategy and financial markets. He is the author of twelve books, including *Mergers and Acquisitions in the US Banking Industry* (1991) and *Finance for Executives: Managing for Value Creation* (2nd edn., 2002).

ROBERT J. HOUSE (WHARTON SCHOOL) Dr. House is the Joseph Frank Bernstein Professor of Organizational Studies and Professor of Management. His research involves the topics of leadership, motivation, personality and performance, and cross-cultural organizational behavior. He is principal investigator for the Global Leadership and Organizational Behaviour Effectiveness (GLOBE) research project. Among many publications, he is co-author of “Culture, Leadership, and Organizational Practices,” in

Advances in Global Leadership (1999), and “Cross Cultural Leadership,” in *Cross Cultural Organizational Behavior and Psychology* (1997).

MANSOUR JAVIDAN (UNIVERSITY OF CALGARY) Dr. Javidan is Professor of Strategic Management and Chairman of the Strategy and Global Management Area. His research interests are in the areas of strategic management, top management performance, cross-cultural leadership, mergers and acquisitions, and e-business strategy. He is a member of the coordinating team for the Global Leadership and Organizational Behavior Effectiveness (GLOBE) research project and a co-principal investigator of the GLOBE Phase 3 research program.

ETHAN B. KAPSTEIN (INSEAD) Dr. Kapstein is the Paul Dubrue Chaired Professor of Sustainable Development and Professor of Economics and Political Science. He is a specialist in international economic relations. He is the author or editor of eight books, the most recent of which is *Sharing the Wealth: Workers and the World Economy* (1999).

JOHN R. KIMBERLY (WHARTON SCHOOL) Dr. Kimberly is the Henry Bower Professor of Entrepreneurial Studies and Professor of Management, Health Care Systems, and Sociology. His research areas are organizational design, organizational change, institutional creation, health policy, and managerial innovation. His current projects include processes and consequences of firms' internationalizing activities, competition and collaboration among healthcare organizations in local markets, structure and mobility of managerial elites, and competition and change in business education. His recent publications include *The Quality Imperative: Measurement and Management of Quality in Health* (2000) and “Emerging Technologies and the Customized Workplace” in *Wharton on Managing Emerging Technologies* (2000).

PAUL R. KLEINDORFER (WHARTON SCHOOL) Dr. Kleindorfer is the Anheuser-Busch Professor of Management Science, Professor of Decision Sciences, Economics, and Business and Public Policy, Chairperson of the Operations and Information Management Department and Co-Director of the Risk Management and Decision Processes Center. He is conducting research on pricing and

capacity policies for capital-intensive industries, governmental regulation, and energy and environmental policy and strategy. Currently he is examining the topics of risk management for the energy sector, the economics of postal and delivery services, environmental strategy, and natural hazards insurance and mitigation. He co-authored *Decision Sciences: An Integrative Perspective* (1993) and *Future Directions in Postal Reform* (2001).

STEPHEN J. KOBRIN (WHARTON SCHOOL) Dr. Kobrin is the William H. Wurster Professor of Multinational Management. His research areas include international political economy, globalization, the politics of cyberspace, and privacy. He is currently examining the political and social impacts of the information revolution, the governance of cyberspace, global governance, the US–EU data privacy dispute, and cyberspace and territoriality. He is author of “Sovereignty @ Bay: Globalization, Multinational Enterprise and the International Political System,” in *The Oxford Handbook of International Business* (2001), and “Economic Governance in an Electronically Networked Global Economy,” in *The Emergence of Private Authority: Forms of Private Authority and Their Implications for Global Governance* (2002).

RICHARD MARSTON (WHARTON SCHOOL) Dr. Marston is the James R. F. Guy Professor of Finance, Professor of Economics, and Director of the Weiss Center for International Financial Research. His research interests include international investments, international asset pricing, and foreign exchange risk management. Currently, he is investigating the topics of international asset pricing and exchange rate exposure of firms. He is the author of *International Financial Integration* (1995).

MARY A. O’SULLIVAN (INSEAD) Dr. O’Sullivan is Associate Professor of Strategy. Her broad research interests include political economy, the history of economic thought, and economic history. She is currently co-directing a three-year research project funded by the European Commission on “Corporate Governance, Innovation, and Economic Performance” (<http://www.insead.fr/projects/cgep/>). She is the author of *Contests for Corporate Control* (2000).

ERIC W. ORTS (WHARTON SCHOOL) Dr. Orts is the Guardsmark Professor, Professor of Legal Studies and Management, and Director

of the Environmental Management Program. He conducts research on corporate and securities law, corporate governance, and environmental law and policy. His current projects include research on a social theory of the business enterprise, and informational regulation of the environment in the digital age. He is co-author of *Environmental Contracts: Comparative Approaches to Regulatory Innovation in the United States and Europe* (2001).

DAVID J. REIBSTEIN (WHARTON SCHOOL) Dr. Reibstein is the William Stewart Woodside Professor and Professor of Marketing. His research areas include competitive marketing strategies, electronic commerce resource allocation, promotion evaluation, market segmentation, product variety, and brand equity. He is currently engaged in examining competitive marketing strategies. Among many publications, he is author of *Marketing: Concepts, Strategies, and Decisions* (1985), and co-editor of *Wharton on Dynamic Competitive Strategy* (1997).

LORI ROSENKOPF (WHARTON SCHOOL) Dr. Rosenkopf's research interests include technological and organizational evolution, innovation diffusion, and learning in interorganizational networks. Her current projects include understanding how networks of technical professionals and firms shape technological evolution; tracking connections between technical committee activity, director/officer interlocks, and alliances in the cellular industry, and exploring how and when social capital of individuals accrues to firms. Dr. Rosenkopf wrote "Managing Dynamic Knowledge Networks," in *Wharton on Managing Emerging Technologies* (2000).

HARBIR SINGH (WHARTON SCHOOL) Dr. Singh is the Edward H. Bowman Professor of Management and Co-Director, at the Mack Center for Technological Innovation. His research interests include the areas of strategies for corporate acquisitions, corporate governance, joint ventures, management buyouts, and corporate restructuring. He is co-author of *Knowledge@Wharton on Building Corporate Value* (2002) and *Innovations in International and Cross-Cultural Management* (2000).

GÜNTER K. STAHL (INSEAD) Dr. Stahl is Assistant Professor of Asian Business and Comparative Management. His research extends into the areas of leadership and leadership development,

cross-cultural management, and international human resource management. His current research interests also include international careers, trust within and between organizations, and the management of mergers and acquisitions. He has co-authored several books, including *Developing Global Business Leaders: Policies, Processes, and Innovations* (2001). Currently, he is co-editing a new book, *Mergers and Acquisitions: Managing Culture and Human Resources*.

MICHAEL USEEM (WHARTON SCHOOL) Dr. Useem is the William and Jacalyn Egan Professor, Professor of Management, and Director of the Center for Leadership and Change Management. His research areas include leadership and governance, corporate change and restructuring, and institutional investors. He is currently examining decision-making in leadership, leadership development, company leadership in a globalizing equity market, leading organizational change and restructuring, leadership during periods of challenge, stress, and uncertainty, and lateral and upward leadership. He is the author of *Upward Bound: Nine Original Accounts of How Business Leaders Reached Their Summits* (2003), *Leading Up: How to Lead Your Boss so You Both Win* (2001), and *Investor Capitalism: How Money Managers Are Changing the Face of Corporate America* (1996).

CHRISTOPHE VAN DEN BULTE (WHARTON SCHOOL) Dr. Van den Bulte is Assistant Professor of Marketing. His research interests encompass the fields of new product diffusion, social networks, and industrial marketing. His current projects include studying the impact of social contagion and population heterogeneity in the diffusion of innovations, investigating variations in the speed of transfer of best practices within organizations, and examining patterns of product-market entry and subsequent performance in the US mutual fund industry.

LUK N. VAN WASSENHOVE (INSEAD) Dr. Van Wassenhove is the Henry Ford Chaired Professor of Manufacturing and Professor of Operations Management. His research is concerned with integrated operations management, time compression, quality, and continual improvement and learning. Among his recent publications are *Industrial Excellence: Management Quality in Manufacturing*

(2003) and *Quantitative Approaches to Distribution Logistics and Supply Chain Management* (2002).

MAURIZIO ZOLLO (INSEAD) Dr. Zollo is Associate Professor of Strategy and Management. His work is concerned with researching and teaching on the management of corporate development processes, from strategy implementation (acquisitions and strategic alliances) to organizational learning and social responsibility issues. The managerial insights from his research have been featured in several book chapters.

CHRISTOPH ZOTT (INSEAD) Dr. Zott is the Rudolf and Valeria Maag Fellow of Entrepreneurship and Associate Professor of Entrepreneurship. His research interests are centered on the process of business creation, on the design of business models, and on venture capital finance. Articles he has written on these subjects have appeared in several books. Dr. Zott has been an academic advisor to companies that have been created by recent INSEAD graduates, including PangoSystems, iFox, and NetVestibule.

Foreword

THE Wharton School of the University of Pennsylvania and INSEAD are delighted to contribute to advancing scholarship and business practice through our ambitious Alliance. From its start, the Alliance was focused not only on education but also on developing the knowledge to meet the challenges of a changing global business environment. This book is the fruit of our collaboration.

We are proud of the contributions this volume makes to addressing the complex challenges of globalizing business. We are especially pleased that the theme of the book corresponds precisely to our objectives as leading business schools: to create a model for delivering life-long business education through a global knowledge network. This book is a reflection of the depth and breadth of insights from the combined faculties of two leading business schools. We would like to thank our colleagues on both sides of the Atlantic – each an expert in a specific discipline – for joining together with us to create this much broader view of global management.

DEAN PATRICK HARKER
The Wharton School
University of Pennsylvania
Philadelphia, USA

DEAN GABRIEL HAWAWINI
INSEAD
Fontainebleau, France

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Globalization is reshaping our world in ways that create many new challenges for managers and business researchers, as discussed on the following pages, but these changes also create wonderful opportunities for broader and richer collaboration. This book has represented one such opportunity, and we are very grateful to have had the chance to join such an outstanding group of colleagues in making it a reality.

HUBERT GATIGNON
Fontainebleau, France

JOHN R. KIMBERLY
Philadelphia, USA