Table of contents

Chapter 1.
Introduction

1.1. Foreign direct investment and its performance 9
1.2. The context of emerging markets in international business research 11
1.3. Objectives of the volume 13
1.4. Book structure 15

Chapter 2.
Foreign direct investment – concepts and explanations 17

2.1. FDI definition 18
2.2. Theoretical concepts explaining FDI 19
2.2.1. Classification approaches 20
2.2.2. Process approaches 21
2.2.2.1. Uppsala model 23
2.2.2.2. Finnish model 26
2.2.2.3. International product cycle concept 27
2.2.3. Microeconomic FDI theories 28
2.2.3.1. Monopolistic advantage theory 28
2.2.3.2. Internalisation theory 29
2.2.3.3. Location theories 31
2.2.3.4. The eclectic paradigm 35
2.3. Practical implications of theoretical concepts 39
Chapter 3.
Multinational firms – forms, strategies and competitiveness 42

3.1. Characteristics of multinational firms 42
3.1.1. Notion of multinational firms 42
3.1.2. Strategies of multinational firms 46
3.1.2.1. FDI motives 46
3.1.2.2. Types of MNE strategy 48
3.1.2.3. Foreign affiliate roles 51
3.1.2.4. FDI modes 53

3.2. FDI performance 55
3.2.1. Determinants of firm competitiveness 55
3.2.2. Sources of MNE competitiveness 58
3.2.2.1. MNE resources and competitiveness 59
3.2.2.2. MNE strategy and competitiveness 62
3.2.2.3. MNE performance 64
3.2.3. Foreign affiliate performance as part of MNE performance 66
3.2.3.1. Performance definitions 66
3.2.3.2. Levels of MNE performance 68
3.2.3.3. FDI performance measurement 70

Chapter 4.
Foreign direct investment by firms from Poland 73

4.1. Multinationals from emerging markets 73
4.1.1. Notion of emerging markets 74
4.1.2. Research on emerging multinationals 77
4.1.2.1. Recent trends 77
4.1.2.2. Theoretical challenges related to EMNEs 81

4.2. Multinationals from Poland: context and state of extant research 82
4.2.1. Polish outward FDI: geographic and sectoral structure 84
4.2.2. Institutional background of Poland's internationalisation 86
4.2.3. Previous studies on the internationalisation of Polish firms 90

4.3. FDI by Polish firms – results of an empirical study 94
4.3.1. Methodology of the study 94
4.3.1.1. Analytical framework 94
4.3.1.2. Research design 97
4.3.1.3. Data collection process 98
4.3.1.4. Data measurement and processing 100
4.3.1.5. Sample description 102

4.3.2. Results of the study 106
4.3.2.1. Firm-specific resources 106
4.3.2.2. Internationalisation paths 108
4.3.2.3. FDI strategies 112  
4.3.2.4. Location choices 115  
4.3.2.5. Investment motives 123  
4.3.2.6. Foreign affiliate performance 127  
4.3.2.7. Contribution to MNE performance 129  

Chapter 5.  
Implications for research, business and policy 138  

5.1. Discussion of findings 139  
5.1.1. Positioning of findings in international business research 139  
5.1.2. Positioning of findings in research on emerging multinationals 142  
5.2. Business implications 144  
5.3. Policy implications 147  
5.4. Study limitations and indications for future research projects 149  

Appendices 154  

References 166  

List of figures, graphs and tables 197