



Literature for IBUH11, international Business: Knowledge Frontiers in International Business applies from spring semester 2020

**Literature established by The Board of the Department of Business
Administration on 2019-05-19 to apply from 2019-05-19**

A list of articles covering both classics and contemporary matters of concern within the field of international business. Examples include:

- Bartlett, S & Ghoshal, CA (1988) "Organizing for worldwide effectiveness: the transnational solution". California Management Review, 19, 3, 365-388.
- Johanson, J & Vahlne, JE (1977) "The internationalisation process of the firm - a model of knowledge development and increasing foreign market commitments". Journal of International Business Studies, 8, 1, 23-32.
- Martinez, J. I & Jarillo, J.C. (1989) "The Evolution of Research on Coordination Mechanisms in Multinational Corporations." Journal of International Business Studies, Vol. 20, No. 3 (Autumn, 1989): 489-514
- Vernon, R (1966) "International Investment and International Trade in the Product Cycle". The Quarterly Journal of Economics, Vol. 80, 2, 190-207

Students are also expected, on an individual basis, to find additional literature given the nature of the topics they are studying.