THE ROLE OF HOME AND HOST COUNTRY EFFECTS ON OUTWARD FOREIGN DIRECT INVESTMENT UNDERTAKEN BY MALAYSIAN AND SINGAPOREAN MULTINATIONAL ENTERPRISES: LOCATION CHOICE

By

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Abstract

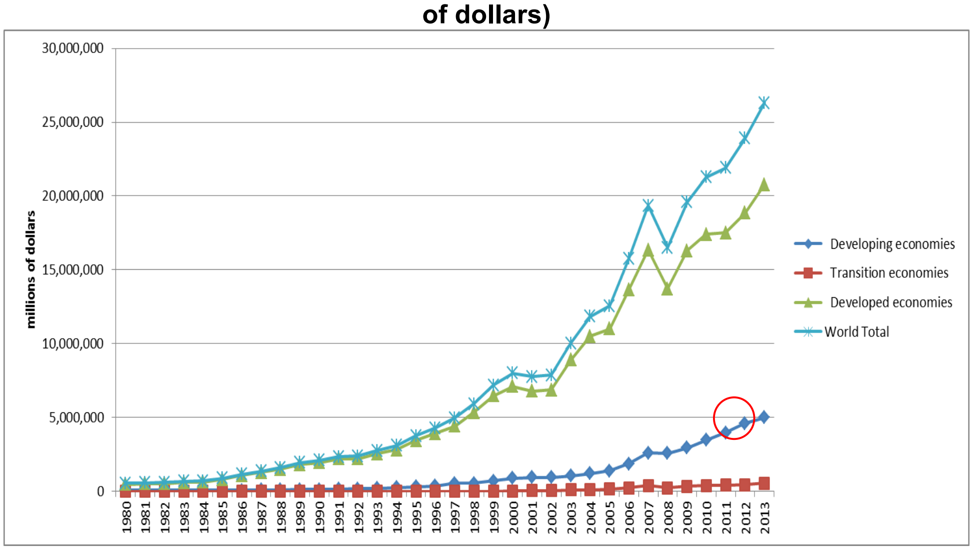
The emergence of outward foreign direct investment undertaken by emerging market multinational enterprises (EMMNEs) is conditioned by distinctive environments from both home and host country determinants. EMMNEs are different from multinational enterprises originated from the developed countries in terms of their ownership advantage, motives, location choice and choice of entry mode in their international expansion ((Luo & Wang, 2012). In this research, I will focus on the question of whether the existing theories of International Business (IB) are adequate for explaining the behaviour of EMMNEs. The strategic decision by EMMNEs to invest abroad begins from the home environment from which it evolves, while the question of where they invest is imperative to better understand their idiosyncratic characteristics in undertaking outward foreign direct investment (OFDI) ((Gammeltoft, Pradhan, & Goldstein, 2010). This research aims to add to the existing literature by analyzing home and host country institutional effects, economic development factors and the special ownership advantage of the MNE itself by examining the OFDI activities of Malaysian and Singaporean MNEs, both in their first foreign affiliates destination, as well as how the foreign affiliates extend the FDI relationship to another affiliates and become direct investor themselves. This study has methodological contribution as it employs firm level data. In contrast, numerous of recent literatures use official data to measure the FDI outflow (either stock or flow) that ignores tax havens issues and activities of holding companies in tax heavens destination such as Hong Kong, Cayman Islands and British Virgin Islands. The Bureau v. Dijk database (Amadeus for Europe and Orbis for the World) is a useful source of secondary data as these data have the appeal that comparisons of Malaysian OFDI vis-a-vis other countries outward foreign direct investment can be undertaken, as comparative analysis strengthens this type of work. Simultaneously, the research provides recommendations to policy makers and MNEs to identify new outward FDI opportunities in other feasible destinations and sectors.

Keywords: Multinational enterprise (MNEs), Outward FDI (OFDI), Emerging Market, Location Choice, Push Factor, Pull Factor.

1. Introduction

Since the early 1980s, substantial progress toward the removal of cross-border restrictions on international capital flows and the trend toward an integrated world economy has increased the growth of foreign direct investment (FDI) activity (Doukas & Lang, 2003). Globalization has been widely recognized for the past several decade as being driven by multinational enterprises (MNEs) from developed nations ((Peter J. Buckley, Elia, & Kafouros, 2014). In the voluminous literature on FDI and MNEs from developed countries, there is a strand of the literature that focuses on the phenomenon of increasing outward FDI (OFDI) from emerging market MNEs (EMMNEs) that has becomes one of the 'big question' in the 21st century International Business research agenda (Mathews, 2006). Bhaumik and Driffield (2011) highlighted that total OFDI stock by EMMNEs recorded a 107% increase within a decade from $72 billion in 1980 to $149 billion in 1990, then to over $1 trillion at the end of 2005. As illustrated in **Figure 1**, in 2013, the outward stock from developing countries was $5 trillion, or 19% of the worldwide flow of FDI (United Nations Conference on Trade and Development [UNCTADStat], 2015).

Figure 1: World Outward Foreign Direct Investment stock by major economies, 1980-2013 (millions of dollars)

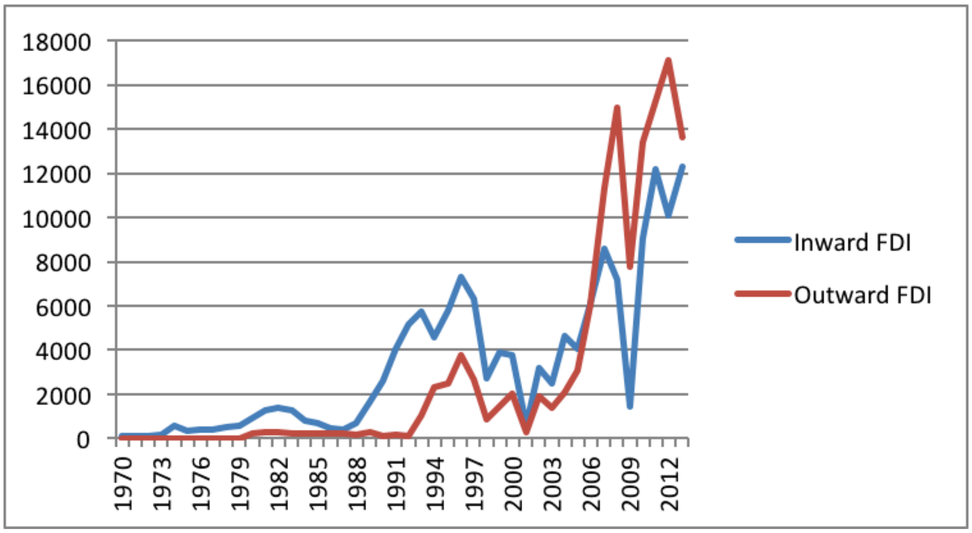


Source: UNCTAD 2015, UNCTADstat

There are two motivations that drive the current research, the first is the phenomenal growth of MNEs from East Asian countries such as Korea, Taiwan, Singapore and Malaysia. While the extant literature on EMMNEs is focused on major global players from BRICS countries, this study will make a comparative analysis of Malaysia and Singapore. Second, the dominating theories of FDI postulate that MNEs must possess ownership advantages before they invest abroad; however in most cases, EMMNEs that are successful at the global stage do not possess the competitive advantages that developed country MNEs might ((Ramasamy, Yeung, & Laforet, 2012). Thus, they tend to undertake OFDI to acquire strategic assets that they lack ((Child & Rodrigues, 2005;Luo & Tung, 2007). This research aims to add to the existing literature by analyzing home and host country institutional and economic development effects as well as the special ownership advantage of the MNE itself. This will be accomplished by examining the activities of Malaysian and Singaporean MNEs in their first foreign destination, and also by looking at how they engage with the activities of their affiliates in further direct investment enterprises. A direct investment enterprise is an enterprise resident in one economy and in which an investor resident in another economy owns, either directly or indirectly 10% or more of its voting power if it is incorporated or the equivalent for an unincorporated enterprise (Co-operation & Development, 2009).

Malaysian companies have been investing abroad since the mid-1970s, however, Malaysian OFDI became significant in the early 1990s with the completion of the GATT/WTO Uruguay Round in 1994 and formation of the ASEAN Free Trade Area (AFTA) in 1992 (Ariff & Lopez, 2008). According to Yean (2007), after 1985 economic crisis recovery, Malaysia seeks to explore non-traditional markets whereby the former Prime Minister, Tun Mahathir Mohamad encouraged Malaysian firms to invest with the South in order to reduce the country's dependence on the United States, Japan and Europe. One of the initiatives was his business trip to Chile, Brazil and Argentina in year 1991. Other than that, Malaysian South-South Association (MASSA) was formed to promote trade and investment with South-South countries in 1991. As depicted in **Figure 2**, outflows grew to US$ 0.35 billion in 1991 and tripled to US$ 1.19 billion in 1993. These outflows reveal a general upward trend with the exception of some moderation in 1997 and 2001. However, it dropped substantially to US$ 3.4 billion in 2003 before escalating three fold to US$ 9.74 billion in 2004. Turning to 2007, the volume of Malaysia's OFDI is reported at US$11.3 billion surpassing the value of inward FDI which is at the amount of US$ 8.5 billion. The upward trend for OFDI continues until 2013 which amounted US$ 13.6, while inward FDI remains lower at US$12.3 billion (UNCTAD).

Figure 2: Malaysia's Foreign Direct Investment 1970-2013 – Inward and Outward (millions of dollars)



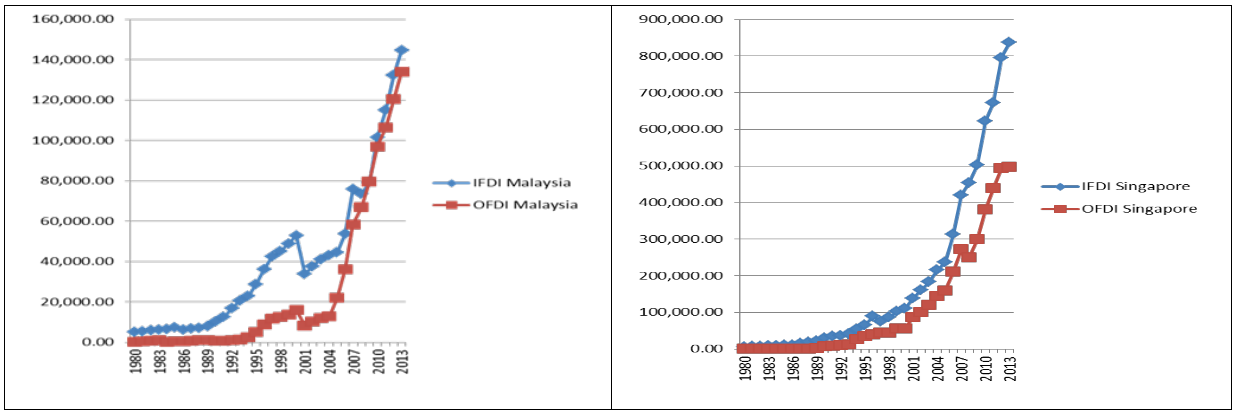
Source: UNCTAD (2014), UNCTADstat

The specific objectives of this study are to investigate key issues on the push and pull factors at home and host countries and the importance of their influence on EM MNEs OFDI which will be focused on first, institutional quality in home and host country that influence Malaysian MNEs (MMNEs) and Singaporean MNEs (SMNEs) in their overseas expansion; second, economic development indicators in home and host country that attracted MMNEs and SMNEs undertaking their outward investment. This research aims to explain the motivation of MMNEs and SMNEs investing abroad and to design and construct a model incorporating home and host institutional and economic development determinants; and finally to propose policy recommendations and define their implications to policy makers of home country institutions and the decison makers of EMMNEs for identification of feasible location choice for their OFDI. Despite the literatures on the success of EMMNEs has grown considerably, however a consensus has not yet been reached to fully understand the behavior and dynamics of MNEs from Asia and other developing countries (Sim, 2012). Sim (2012) examined the internationalization characteristics and strategies of MNEs from Malaysia, Singapore and Taiwan using empirical data from six matched case studies at two different level of economic development based on the Investment Development Path (IDP) The IDP relates the net outward investment of a country to its stage of economic development ((Dunning & Narula, 1996). While there have been comparative analyses of several emerging countries, there have been no comparative studies conducted using large firm level data at different level of economies engage by the foreign affiliates. Hence, this comparative research among Malaysian and Singaporean MNEs will fill an empirical gap and provide a better and more comprehensive understanding of Asian MNEs as well as EMMNEs in general.

Malaysia and Singapore, both South East Asia countries are similar historically and geographically. The Federation of Malaya, formerly a British Colony, became an independent on 31

August 1957. Eight years later, on 16 September 1963, Malaysia was formed which included the territories of the Federation of Malaya, Singapore, Sabah (formerly British North Borneo) and Sarawak. However, when Singapore separated from Malaysia in 1965, it sought foreign investment in the early stages of its development to overcome its disadvantages of having a small domestic market and limited natural resources ((Liang, 2005). In terms of economic development, however, Singapore is more advanced than Malaysia. Singapore is categorized among the Newly Industrialized Countries (NICs) but Malaysia is a fast developing country. Regardless of having a population 5 times smaller than Malaysia (Malaysia 29.7 million, Singapore 5.4 million), Singapore's GDP percapita is five times higher than Malaysia's (Malaysia $10,538, Singapore $ 55,182). In general, Singaporean MNEs is more internationalized (consistent with stage three of IDP) than the Malaysian MNEs being at stage two ((Sim, 2012). **Figure 3** provides a comparison between inward FDI (IFDI) and OFDI stock of Malaysia and Singapore.

Figure 3: Malaysia and Singapore Inward and Outward foreign direct investment stock, 1980-2013, (millions of dollars)



Source: UNCTAD 2015, UNCTADstat

This study contributes to the literature in the following manner. The first is that, this study intends to explore the phenomenon of OFDI from Malaysia and Singapore in terms of their unique behaviours in international expansion, motivations, strategies and location choice. A further point is that, in most cases EMMNEs do not conform to the traditional view of MNEs (Bhaumik & Driffield, 2011). Thus, from observations and gaps in the OFDI literature, this study adopts a more comprehensive approach by incorporating general theories of FDI with institutional factors and economic developments indicators in the extension of model.

In terms of methodology contribution, this study explores the OFDI from Malaysian and Singaporean MNEs using a large firm level dataset to investigate the activities of MNEs at the foreign affiliate's level and their next destination of OFDI in other countries using a guideline of OECD (Co-operation & Development, 2009). However, the definition of FDI by OECD is not sufficient because it does not exclude activities of holding companies in tax havens and offshore financial centres. Thus, this study excludes holding companies for each level of direct investment and those investments that return to home countries. Numerous of recent literatures use official data to measure the FDI outflow (either stock or flow) that ignores tax havens issues and activities of holding companies in tax heavens destination such as Hong Kong, Cayman Islands, British Virgin Islands and other tax havens destination such as Luxembourg and Netherlands. This official data suffers from the 'round-tripping' FDI problem that involve investment holding companies undertaking investment abroad, which did not represent real economic activities (P. J. Buckley, Sutherland, Voss, & El-Gohari, 2013;Ning & Sutherland, 2012;Sutherland & Ning, 2011;Yao & Sutherland, 2009). The dataset is obtained from a novel firm-level database, the Bureau van Dijk's (BvD) Orbis to obtain a viable population of investing companies. The Bureau v. Dijk database (Amadeus for Europe and Orbis for the World) is a useful source of secondary data as these data have the appeal that comparisons of Malaysian OFDI vis-a-vis other countries outward foreign direct investment can be undertaken, as comparative analysis strengthens this type of work. Simultaneously, the research provides recommendations to policy makers and MNEs to identify new outward FDI opportunities in other feasible destinations and sectors. The findings of this paper suggests that there is a need to extend the extant theories of FDI, particularly when OFDI of firms from developing countries like Malaysia and Singapore are brought into equation. The findings of this paper is that Malaysian and Singaporean OFDI behaviour can be explained by three major attributes; institutional factor, economic development indicators and special ownership advantages of the firms. More specifically, the results indicated that Malaysian MNEs are most likely to establish their operation in neighboring countries if the quality of government system and administrative procedure is void at home, rather than choosing OECD and Rest of the World region that are located far from home and having dissimilar cultures and complex administrative rules and regulations. This finding supported the Stages Model that that MNEs are more likely to invest in those countries with similar cultures and psychic distance (Johanson & Vahlne, 1977, 2009). In contrast, independently from the independent variables, Singaporean MNEs are more alike to invest in the OECD region as compared to Malaysian MNEs.

2. The General Theory of FDI

There are several dominant theories on the development and motivation of FDI that are relevant in explaining the OFDI activities, but mostly related to the firms from advanced countries. Peter J Buckley and Casson (1976) were the first to formalize various streams of thought into a coherent theory of the MNE. This theory postulate that firms will invest abroad if the benefits of exploiting firm competitive advantages outweighs the relative costs of the operations. Dunning (1979) brought together internalization theory and traditional trade economics to create the eclectic paradigm of FDI. In the MNE theory, FDI was explained by identifying three types of special advantages that MNEs have: the ownership, location and internalization (OLI) advantages. Firms will internationalize when they have the ownership advantages (patents, technical knowledge, management skills and reputation) to be exploited abroad in a location that offer lower transaction cost (I advantage). According to Peter J Buckley et al. (2007), the OLI paradigm also suggested a location choice aspect that MNEs undertake OFDI based on three main motivations of market-seeking, efficiency-seeking for cost reduction and resource seeking (including strategic-asset-seeking FDI).

Furthermore, Rugman (1981)developed the matrix of *firm specific advantages - country specific advantages* (FSA-CSA) at the MNE level which underlines the company's motivations for invest abroad first, to exploit its FSA such as company's property, technologies, knowledge, and managerial or marketing abilities, and second, to benefit from host country advantages such as natural resources, labour force, cultural factors, tariff and non-tariff barriers and public policies. Another general theory of FDI is the Stages model that identify geographic distance for firm internationalization. Johanson and Vahlne (1977) postulate that firms start to internationalize on market close to the home market in psychic distance terms and gradually entering markets further away and choose the low risk entry modes, while later increase the commitment to better exploits the market potential. This process involves a concept of liability of foreignness (LOF) that explained why foreign firm need to possess FSA to offset the liability.

As general theory of FDI has been built largely on the experience of industrialized country investors, there are inevitably gaps of whether these theories can be readily applied to emerging market investors ((Peter J Buckley et al., 2007). According to ((Hennart, 2012), the argument on the theory that can explain EM MNEs are divided into three camps. The first IB scholars invoked the OLI model who believes that EMMNEs will not be successful in the abroad investment owing to absence of strong FSA, their current foreign investment are ill advised and will not survive for long term. A second group of researchers agree that EMMNEs invest abroad regardless do not possess FSAs which indicates that the OLI model unable to explain EMMNEs, thus it should be replaced by specific theory applicable to EMMNEs ((Mathews, 2006). Another group argue that the OLI model must be extended because EMMNEs indeed possess unconventional types of FSAs that not included in the model ((Cuervo-Cazurra, 2012;Ramamurti, 2009, 2012).

3. Why EMMNEs are Different?

An emerging market is often characterized by poorly developed institutions in terms of social, political, geographic, economic factors as well as regulation which have been termed as *institutional voids* ((Khanna & Palepu, 1997). However, this disadvantage has become an advantage to the EM MNEs as it gives EMMNEs initial FSAs to operate in difficult environment in local, which they reinforce later in foreign investment ((Ramamurti, 2009, 2012). EMMNEs are often capable of turning these disadvantages into advantages when they embark upon foreign investment ((Cuervo-Cazurra & Genc, 2008). Moreover, ((Madhok & Keyhani, 2012) argue that EM MNEs have a need for theoretical advancement, contrary to the extant IB literature, in order to answer the question of how make the most what they have to create advantage. In their study, they introduce the concept of *Liability of Emergingness* (LOE) that is incurred due to national environments that suffers from underdeveloped markets, unsophisticated customers, weak suppliers, infrastructure bottlenecks and many other institutional voids. To overcome the LOE, EMMNEs undertake outward internationalization through acquisition in advanced economies. Acquisition of firms from advanced countries make it possible for EMMNEs to acquire the brand or world class image in one quick step, thus overcoming the 'less than world class' image that comes as a result of LOE.

Child and Rodrigues (2005) argue that the internationalization of Chinese firms is significantly impacted by institutional factors because they receive large amount of support from the government; indeed, many developing countries are characterized by a heavy institutional and political involvement in their business system. Thus, Child and Rodrigues (2005) have suggested that international business theory needs to take into account the role of government in developing and transitional countries. Moreover, there are few studies that discuss government involvement in emerging market OFDI. For instance, the 'springboard' perspective, Luo and Tung (2007) mention home government encouragement for 'springboard', particularly via state-owned enterprises (SOEs) while these MNEs are still being subject to home government influence due to fact that their governments are usually the largest shareholders. Furthermore, Hennart (2012) also discusses complementary local resources (CLRs) such as land and natural resources that are monopolized by the government and only available to the local firms.

Peter J Buckley et al. (2007) utilize the general theory of FDI in their study of Chinese OFDI incorporating by three special explanations of capital market imperfections, special ownership advantages and institutional factors. One of the common institutional voids related to emerging market is underdeveloped capital market. However, Peter J Buckley et al. (2007) found that the Chinese MNEs has transformed the disadvantage of operating in market imperfections into ownership advantages whereby the state-owned firms provide capital at below market rates to the Chinese MNEs, soft loans granted to potential outward investors due to inefficient banking systems, role of business group to raise capital for their foreign affiliates due to inefficient internal capital market and cheap capital from family members. In their study, Peter J Buckley et al. (2007) also recognized that the dark side of government involvement includes high levels bureaucratic engagement and burdensome administrative FDI approval procedures because the government will often control the amount, direction and scope of outward capital flows. Similarly, Luo and Tung (2007) mention that SOEs who receive greater institutional support and government underwriting, also face higher bureaucratic and political intervention at the same time.

Building on extant theories and previous research, six hypotheses are proposed as follows:

H1: Government Effectiveness of home and host country is associated positively with location choice of Malaysian and Singaporean MNEs in undertaking OFDI.

H2: Economic development of home and host country is associated positively with location choice of Malaysian and Singaporean MNEs in undertaking OFDI.

H3: Size of the firm is associated positively with location choice of Malaysian and Singaporean MNEs in undertaking OFDI.

H4: Age (experience) of the firm is associated positively with location choice of Malaysian and Singaporean MNEs in undertaking OFDI.

H5: Type of ownership (stated-owned or private firm) is associated positively with location choice of Malaysian and Singaporean MNEs in undertaking OFDI.

H6: Type of industry determine the motivation of Malaysian and Singaporean MNEs in undertaking OFDI.

4. Methodology

The base model estimates the probability for the firm *i to* invest in different regions according to determinants variables. The location of OFDI is classified into 4 main regions based on Bvd Orbis database namely ASEAN countries, other Asia countries, OECD and the rest of the world. The independent variables are classified into three groups as summarized in **Table 1**:

Table 1: Explanatory Variables

Firm Level Data	Governance Index	Economic Development
Age of the company	Voice and Accountability	GDP Growth
Size	Political Stability	GDP per Capita
Industry	Government Effectiveness	Population
State Ownership	Regulatory Quality	Host Patent
	Rule of Law	Skilled Labour
	Control of Corruption	Natural Resourses

Source: Bureau Van Dijk Orbis, The Worldwide Governance Indicators (WDI) and World Development Indicator (WDI) database.

The four destination groups where chosen after considering different regions according to distance, political relations and the results from estimations. All the independent variables where also considered but for the Governance stability and the Economic indicators it was found that the best approach was to estimate factor analysis to identify relations between the variables. The reason is to measure institutional and economic indicator which proxied by Governance and Technology and to avoid multicollinearity problem. Based on factor analysis regression, two factors where developed: Governance Factor and Technology factor. A multinomial regression is estimated using the selected-developed independent variables and identifying differences between Malaysia and Singapore through composite dummies for Singapore.

5. Results and Discussion

In order to check on the level of influence of each determinant, this study calculates the marginal effect associated with the multinomial logistic regressions as illustrated in **Table 2**. Overall, the marginal effect results indicated that both large-sized Malaysian and Singaporean MNEs are more alike to invest in ASEAN countries than small-sized and medium-sized firms. There are significant and strong results by industry. Each of the industries deserves a particular analysis. It appears to exist a substitution effect between other Asia and OECD countries. The government stability appears to favor the investments in OECD countries and avoid investments in other Asian countries. It is interesting to note that technology-seeking motivation is more attractive in other Asian countries and diminishes the probability to invest in

OECD. Apart from Information and Communication industry, Malaysian and Singaporean MNEs seem to be indifferent about investments in the rest of the world. On the other hand, Singaporean MNEs shows to have strong significant differences per region in the probabilities to invest abroad compared to Malaysia. Singaporean MNEs seem to be less affected by the size of the company than Malaysian MNEs. Differs from Malaysian MNEs, Singaporean firms are less sensitive to investments in Information and Communication industry. Overall results proved that State-owned Singaporean MNEs tend to favor the investments in OECD countries. Independently from the independent variables, Singaporean MNEs are more alike to invest in the OECD than Malaysian MNEs. Parsimony of the model is tested using joint test regression for Singaporean firm composite dummy for all the explanatory variables as shown in **Table 3**.

Table 2: Marginal effects per variable

Variable		Malaysia				Differences with Singapore			
Variable		ASEAN (Base)	Other Asia	OECD	Rest of the World	ASEAN (Base)	Other Asia	OECD	Rest of the World
Age of the company		-0.0*	0.00	0.00	-0.0	0.00**	-0.0**	-0.0	-0.0
Size (Base=Small)									
	Middle	0.29	-0.4**	0.15	0.01	-0.0	0.48**	-0.4**	0.00
	Big	0.58**	-0.6	0.01	0.01	-0.5**	0.63	-0.0	-0.0
Industry (Base=Manufacturing)									
	Finance and Insurance	0.10	0.41**	-0.5**	0.02				
	Wholesale and retail trade: repair of motor vehicles	-0.1	0.13	-0.0	-0.0				
	Information and Communication	0.06	0.83**	0.17	-1.0*	-0.4	-0.7*	0.12	1.01*
	Professional Activities	-0.2**	-0.0	0.29**	0.01				
	Administrative Activities	0.05	-0.7	0.78**	-0.0	-0.2	0.82	-0.6	0.03
	Real Estate Activities	-0.1*	0.06	0.08	0.00				
	Construction	0.01	0.20*	-0.2	0.03	-0.1	-0.0	0.21	-0.0
	Transportation and Storage	-0.0	0.13	-0.2*	0.11	-0.3**	0.09	0.45	-0.1*
	Accommodation	-0.1	0.28	-0.2	0.07	0.26	-0.5	0.51*	-0.1
	Mining	-0.1	-0.4	0.51	0.15	0.35	0.60	-0.8**	-0.1
	Other Services	-0.2	-0.6	0.63*	0.16	-0.1	0.72*	-0.5	-0.0
	Unknown	-0.0	0.67**	-0.6**	0.04	0.37*	-0.1	-0.1	-0.0
	Holding Companies	0.12	0.21	-0.3**	0.04				
State Ownership		0.03	0.06	-0.1**	0.04	-0.3**	-0.1	0.45**	-0.0
Governance Factor		-1.2	-2.7*	3.89**	0.07	0.36	1.48	-1.9**	0.05
Technology Factor		0.69	2.29*	-2.6**	-0.3	-0.8	-1.0	2.14**	-0.2
Singapore Effect (constant)						-0.4	-0.9	1.46**	-0.0

*, ** indicate significance level at 10% and 5% respectively

Table 3: Parsimony of the Model- Joint-test results for Singapore composite dummy

Joint-test variable	chi2	Prob > chi
Age	13.08	***0.0003
Size	6.42	***0.0113
Industry	1.62	0.2027
SOE	9.75	***0.0018
Governance and Technology	3.5	0.0613
Overall Model	4.61	**0.0317

*, ** and *** indicate significance level at 10%,5% and 1% respectively

6. Conclusion

The Malaysian government could provide more incentives, facilities and promotional activities for small and medium (SME) MNEs to invest in ASEAN region. The financial support for SME firms would encourage more outward FDI to the neighbouring countries and support the regional agreement for ASEAN. Budget 2007 announced an increase in the paid-up capital of EXIM Bank by USD 0.5 billion by the Government to enhance the bank's role in providing financing for domestic companies investing abroad and the setting up of a USD25 million Overseas Investment Fund to finance start-up costs of domestic companies doing business overseas will be sufficient for this purpose. For the corporate sector, opportunities beyond national borders are abundant and overseas investment would be increasingly regarded as an important strategy to maximise company's total growth in terms of revenue, profit and export market share. Manufacturing, wholesale, information and communication industries could provide a large network and diaspora/ethnic to local firms to invest abroad. This fact is supported by (Goh, 2011) who mention that Malaysia's economy is in the transition from stage three to stage four of the investment development path (IDP) seeing that the nation has embarked on a higher level of economic development when the domestic firms had built up ownership advantages and expanded their operations abroad. With competitive pressure from globalization as well as increasing trade openness in the country, Malaysian firms have to respond to these challenges by either relocating their production activities in the host countries so as to gain competitive/cost advantage and expand markets, or moving upstream to achieve higher value added and total factor productivity in the home country. Furthermore, (Kueh, Puah, & Apoi, 2008) mention that the time frame for achieving the next stage can be shorten if Malaysia particularly and ASEAN members generally make a transition from a paternalistic top down governance structure to a pluralistic market economy structure. Besides, Malaysia should grab the opportunity from the emergence of fast growing economies like India and China in the world market. For instance, by locating production in low labor cost of China, Malaysia can gain competitive advantage in terms of price and therefore able to compete and survive in the challenging market.

Brief Bibliography

Norlia Mohd Zain is a PhD candidate in Economics at Durham University Business School (UK). A piece of her work is presented at 42nd Academy of International Business, United Kingdom and Ireland Conference 2015, the largest chapter of the worldwide AIB hosted by Manchester University. Another chapter of her work was presented at 2016 International Academic Conferences on Business & Economics, at Harvard Faculty Club, Boston, United States of America. Her research has looked at, among other things, how institutional and technology of home and host countries could influence the location choice and motivation of MNEs outward FDI activities.

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