

## RESEARCH PROJECTS 2014

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### **Project Title**

Social Networks and the Geographic Pattern of EMNC Expansion Overseas

### **Principle Investigator(s)**

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### **Abstract**

The aggressive overseas expansion of emerging market multinational corporations (EMNCs) has received much scholarly attention. Recent studies have found that EMNCs rely on social networks to overcome information asymmetries that would otherwise hinder their expansion. However, such studies have yet to investigate how social networks direct EMNCs to expand towards one overseas location instead of another. My proposed study aims to answer this question by relating the global geographic structure of social networks with the pattern of EMNC expansion, analyzing data from the Directory of Corporate Affiliations using social network methods.

