Project Guidelines: Amazon

1. Press Releases on website
2. News Release – JULY 29TH and forward
   1. FACTIVA
   2. LEXIS – NEXIS
   3. BLOOMBERG NEWS
   4. GOOGLE
   5. YOUTUBE
3. Analysis Report
   1. Bloomberg
   2. 5-6 Different Banks
4. 10K
   1. SEC.GOV
      1. MD & A
      2. Forward Lookup Statement
   2. Edgar Online
5. Annual Report
6. Surveys
   1. Survey Monkey
   2. Qualtrics
7. Executive Interview
   1. Linkedin
8. Case Studies

Local Competitor Analysis

Flip Cart – India

* After selecting a company you should then go to their website and scan their press releases to find out if they had any global issues (see syllabus for examples of issues) within the past 1 year (6 months ideally). You will research these issues for each country the company operates in (e.g. for a four member team you should do research on at least five countries for your chosen company). Also check FACTIVA, LEXIS-NEXIS, Google, and Bloomberg Business News for news articles about your company. Seek help from the librarian to access the news databases (FACTIVA, LEXIS-NEXIS).
* In any case, do not go beyond one year for global issues facing your company – this is to ensure that you are studying current global challenges faced by your company so that you can provide some actionable recommendations when you present your project at the end of the quarter.

Please find below a couple of reliable sources for obtaining the country-wise rankings for corruption and IP regime. This can be used to get a sense of the challenges faced by MNCs conducting business in various countries. Please use these for your project

**Corruption Perceptions Index – TRANSPARENCY INTERNATIONAL**

<https://www.transparency.org/news/feature/corruption_perceptions_index_2017>

**GLOBAL INNOVATION POLICY CENTER – INTELLECTUAL PROPERTY INDEX-2018**

<https://www.theglobalipcenter.com/ipindex2018/>

**RANKINGS & EASE OF DOING BUSINESS SCORE**

<https://www.doingbusiness.org/en/rankings>

**ECONOMIC FREEDOM INDEX**

<https://www.heritage.org/index/ranking>

**HOFSTEDE’S CULTURAL DIMENSIONS COUNTRY COMPARISIONS**

<https://www.hofstede-insights.com/product/compare-countries/>

**WORLD HAPPINESS INDEX**

<https://worldhappiness.report/ed/2019/>

<http://happyplanetindex.org/>

Each group will pick a global company that has operations in multiple host nations. Each group will conduct research on various challenges faced by their chosen firm in at least **N+1 host nations** (where N= number of students in the group). You can start off by browsing the press releases of your chosen firm from their website (look at the investor section or newsroom). Also check on, FACTIVA, LEXIS-NEXIS, Bloomberg News, & Google for newspaper announcements regarding global events of your firm in the **past 6 months (i.e. July 2019 onwards).**

For your group project work you can consider the following broad types of dilemmas/challenges typically examined by students in various host nations:

§  **International Expansion by a firm to enter new markets for growth**

§  **Foreign Direct Investment by a firm to access raw materials/labour for production**

§  **Global Expansion in response to competitive forces**

§  **Emerging market MNCs expanding into developed markets with a strategic objective**

§  **Cross-border M&A to develop/access new capabilities**

§  **Outsourcing various activities to rationalize costs or enhance productivity**

§  **Global sourcing for Innovation/R&D**

§  **MNCs Responding to social, cultural, and or political challenges in host countries**

§  **MNCs leveraging global presence to stimulate innovation and enhance performance**

§  **MNCs accessing talent globally in response to competition and or availability of skilled labour**

§  **Ethical issues/challenges facing MNCs in various foreign nations**

Scenarios other than those described here may be pursued with the prior consent of the instructor. A good project will:

§  **Clearly and logically apply the course material to the phenomenon being investigated;**

§  **Present a thorough and rigorous quantitative and/or qualitative analysis of the phenomenon;**

§  **Draw implications and suggest recommendations for managerial practice;**

§  **Discuss which insights are generalizable and under what conditions.**

Based on recent experience, I have a few suggestions as you prepare for your Final project presentations! This email is in addition to the couple of project related emails I sent earlier.

Please finish on time and allow sufficient time for Q&A. Remember that Q&A is an important component of your presentation. Read up on the latest developments regarding your company, so that you can address any question asked by the audience.

Please remember to discuss issues within countries and not continents as continents are composed of several nations which are very different with varying cultures, languages, lifestyles, economies, opportunities, challenges, etc.

Also do NOT walk through frameworks during your talks e.g. SWOT analysis or Porter’s Diamond, or Porter’s Five Forces etc. These are not important for the talk – you can have those as back up slides if you wish. If someone asks a question you can show them and address the questions. Your talk is expected to consist of at least the following steps –

1.       State the executive summary (i.e. what have you done for the project, please see my email on this topic)

2.      State the thesis of your project, i.e. what is your overall finding based on all the foreign market/country entry analysis

3.      Explain the research you have done from the different sources discussed in class (Analyst Reports, Press releases, News articles, Surveys, etc.)

a.      If you have conducted a survey, show the survey and the results (in pie chart form, or graphs, tell us the sample size of respondents from each nation)

4.      For each country explain the issue (s) facing your company

5.      Provide actionable recommendations – here you should also justify why you think this might work – critical thinking and logical reasoning use course concepts to substantiate your recommendations

6.      Discuss any CSR activities of your company, explain if they are PPP compliant and if they are strategic as we have covered in class

7.      Global Innovation & Local Innovation (How much does your firm spend on R&D? What new products/services are being introduced?)

8.     Final conclusion and suggestion for the firm managers.

9.      What did you learn from your project?

When answering a question, please do not give a long winded response, address the question asked and wait for follow up questions. Ask the person if his/hers question was answered.

If you do not have the answer, be polite and say you have not looked into that aspect, however you will research that and get back to him/her offline. Once you finish, please remember to find out the answer and then email the person with your response (you can copy me in that email) to show your sincerity regarding your work!!!

As you work on your project presentations and reports, please see a few resources explaining what is in an Executive summary.

You basically give a short description (few sentences) of your project, i.e. what you have done and what you will discuss in front of the class. Make it interesting enough so that audience listens to you and pays attention to your talk, which will follow.

**EXECUTIVE SUMMARY:**

<https://www.inc.com/guides/2010/09/how-to-write-an-executive-summary.html>

<https://www.hks.harvard.edu/ocpa/cms/files/communications-program/writing-resources/writing-public-speaking-handouts/HO_HERMAN-Exec-Summary_2-14-13.pdf>

<https://en.wikipedia.org/wiki/Executive_summary>

<http://www.differencebetween.com/difference-between-abstract-and-vs-executive-summary/>

<http://www.differencebetween.com/difference-between-executive-summary-and-vs-introduction/>

**THESIS STATEMENT:**

Is a statement/sentence or theory that is put forward as a premise/opinion to be maintained or proved.

<http://www.dictionary.com/browse/thesis>

<https://en.wikipedia.org/wiki/Thesis_statement>

<http://writingcenter.unc.edu/handouts/thesis-statements/>