

Table of Contents

| | |
|---|-----------|
| Part I. Interdependency Through Internationalization in an Historical and Global Perspective | 1 |
| <i>1 The "International Disorder": Some Historical Digressions on the Structure of Global Interdependencies</i> | <i>3</i> |
| <i>2 Dimensions and Perspectives of Interdependence: Exports, Multinationals, and New Forms of Internationalization</i> | <i>13</i> |
| 2.1 Introduction | 13 |
| 2.2 The Trade View: Exports and Imports | 14 |
| 2.3 The Perspective of Foreign Direct Investment | 17 |
| 2.4 The Entrepreneurial View: New Forms of Internationalization | 19 |
| 2.5 Opportunities for New Forms of Internationalization in the Future | 21 |
| <i>3 Global Forces Behind New Forms of Internationalization</i> | <i>23</i> |
| 3.1 The Displacement of Global Industrial Dynamics | 24 |
| 3.2 Revolution in Information, Communication, Transportation, and Production Technologies and their Rapid International Diffusion | 25 |
| 3.3 A Speed-Up of Structural Adjustment Processes with Adverse Effects on the Traditional Industrial Countries | 26 |
| 3.4 The World Debt Problem and New Forms of Internationalization | 28 |
| <i>4 The Structural Adjustment Problems of the National Economy: Views on the "Competitiveness Debate" of Swiss Executives</i> | <i>31</i> |
| Part II. A Taxonomy of New Forms of International Investment and Export Financing | 37 |
| <i>5 New Forms of International Investment</i> | <i>39</i> |
| 5.1 Licensing | 40 |
| 5.2 Sub-Contracting | 40 |

| | | |
|-------|--|----|
| 5.3 | Consulting | 41 |
| 5.4 | Contractual Cooperation | 42 |
| 5.5 | Joint Ventures | 43 |
| 5.6 | Group Investment | 43 |
| 6 | <i>New Forms of Export Financing</i> | 44 |
| 6.1 | Barter | 44 |
| 6.1.1 | Classical or "Pure" Barter | 44 |
| 6.1.2 | Barter with Contractual Participation of a Third Party | 45 |
| 6.1.3 | Parallel Barter | 45 |
| 6.1.4 | Triangular Barter | 45 |
| 6.2 | Long-term Commercial Framework Agreements | 46 |
| 6.3 | Counterdelivery | 46 |
| 6.4 | Offset | 47 |
| 6.5 | Junktim | 47 |
| 6.6 | Turnkey | 48 |
| 6.7 | Buy-Back | 48 |

**Part III. Economic Theory and New Forms of Internationalization:
Toward the Synthesis of a General Model 51**

| | | |
|---------|---|----|
| 7 | <i>Introduction: Synopsis of Theoretical Development with Regard to Trade, Foreign Direct Investment (FDI), and New Forms of Internationalization (NFI)</i> | 53 |
| 8 | <i>The Transaction Cost Approach to New Forms of International Investment (NFII)</i> | 57 |
| 8.1 | Introduction | 57 |
| 8.2 | NFII in the Categories of Internationalization Theory | 58 |
| 8.3 | Critical Review of Orthodox Internalization Theory | 60 |
| 8.4 | Attempts to Integrate NFII into a Theoretical Framework | 61 |
| 9 | <i>The Transaction Cost Approach to New Forms of Export Financing (NFEF)</i> | 65 |
| 9.1 | Introduction | 65 |
| 9.2 | Transaction Costs and Risks as Determinants of Exchange Systems: the Niehans Model | 65 |
| 9.3 | Tariffs, Subsidies, and Deficient Market Transparency as the Determinants of Countertrade | 67 |
| 9.3.1 | Countertrade in Situations of Bilateral Monopoly | 67 |
| 9.3.2 | Countertrade as a Rational Strategy for Combatting a Lack of Market Transparency | 69 |
| 9.3.2.1 | The Invisible Handshake: Okun's Theory of Implicit Contracts as Applied to Countertrade | 69 |
| 9.3.2.2 | Countertrade as a Reaction to a Lack of Market Signals on World Markets | 71 |

| | | |
|---|--|-----|
| 10 | <i>Competitive Advantage and Technological Change from the Strategic Perspective of the Firm</i> | 74 |
| | | |
| Part IV. Empirical Research on the Impact of New Forms of Internationalization on Swiss Industry | | 79 |
| 11 | <i>Empirical Research Concept and Data Base of Our Swiss Study</i> | 81 |
| 11.1 | Empirical Research Concept | 81 |
| 11.2 | Data Base | 81 |
| | | |
| 12 | <i>Case Study Results</i> | 84 |
| 12.1 | Case Studies of New Forms of International Investment (NFII) | 84 |
| 12.1.1 | Utilization of New Forms of International Investment and the Branch of Industrial Activity | 85 |
| 12.1.2 | New Forms of International Investment and Technology | 86 |
| 12.1.3 | New Forms of International Investment and Management Structure | 86 |
| 12.1.4 | New Forms of International Investment and Export Activity | 86 |
| 12.1.5 | Market Characteristics of Firms Utilizing New Forms of International Investment | 87 |
| 12.2 | Case Studies on New Forms of Export Financing (NFEF) | 87 |
| 12.2.1 | The Chemical Industry | 88 |
| 12.2.2 | The Pharmaceutical Industry | 89 |
| 12.2.3 | The Chemical and Pharmaceutical Industries: the Case of a Multinational Firm | 90 |
| | | |
| 13 | <i>Results of the Survey on New Forms of International Investment (NFII)</i> | 92 |
| 13.1 | An Overview of International Activities | 92 |
| 13.2 | New Forms of International Investment and Traditional Categories of Industrial Analysis | 94 |
| 13.2.1 | New Forms of International Investment and Exports | 94 |
| 13.2.2 | New Forms of International Investment and Foreign Direct Investment | 96 |
| 13.2.3 | New Forms of International Investment and the Size of the Firm | 97 |
| 13.2.4 | New Forms of International Investment and Industrial Branch | 98 |
| 13.2.5 | New Forms of International Investment and Host Countries | 100 |
| 13.2.6 | New Forms of International Investment and the Level of Technology | 101 |
| 13.3 | The Various New Forms of International Investment in our Sample | 103 |
| 13.4 | The Role of New Forms of International Investment in the Future | 106 |

| | | |
|----------------|---|------------|
| 14 | <i>Results of the Survey on New Forms of Export Financing (NFEF)</i> | 107 |
| 14.1 | Forms of Countertrade: their Frequency | 107 |
| 14.2 | Forms of Countertrade: their Geographical Distribution | 108 |
| 14.3 | Regional Distribution of Various Forms of Countertrade | 108 |
| 14.4 | Countertrade According to the Size of the Firm | 111 |
| 14.5 | Classical Exports Versus New Forms of Export Financing | 111 |
| 14.6 | The Relative Importance of Countertrade in Export Activity | 113 |
| 14.7 | Entrepreneurial Motivation for Export Activity | 114 |
| 14.7.1 | The Motives Behind Export Expansion | 114 |
| 14.7.2 | The Motives Behind Export Contraction | 115 |
| 14.8 | Protectionist Distortions in Foreign Markets Due to Government Assistance of Foreign Competitors | 116 |
| 14.9 | Industry-Specific Forecasts of Countertrade | 116 |
| 14.10 | Insurance and Risk-Taking: Exports Versus Countertrade | 118 |
| 15 | <i>Results of Surveys of Swiss Multinationals</i> | 121 |
| 15.1 | Foreign Employment, FDI, and International Production by Swiss Multinationals | 121 |
| 15.2 | New Forms of International Investment by Swiss Multinationals | 124 |
| | | |
| Part V. | Synthesis: Conclusions and Recommendations for Economic Policy and Business Strategy | 129 |
| 16 | <i>A Framework for the Evaluation of New Forms of Internationalization (NFI)</i> | 131 |
| 16.1 | Perspectives and Interests of the Various Actors | 131 |
| 16.2 | A Measuring Rod for the Efficiency and Equity of New Forms of Internationalization | 135 |
| 16.3 | The Main Elements of a Framework for Evaluation | 137 |
| 17 | <i>Recommendations for Private Business Strategies</i> | 138 |
| 17.1 | New Forms of Internationalization: the Link Between Global Disintegration and the International Operations of Firms | 138 |
| 17.2 | A Strategic Concept for New Forms of Internationalization | 139 |
| 17.3 | The Choice between Exports, New Forms of Export Financing, and New Forms of International Investment | 142 |
| 18 | <i>Recommendations for Economic Policies at the National and International Levels</i> | 146 |
| 18.1 | Internationalization of Industry and the Sovereignty of the Nation State | 146 |
| 18.2 | The Choice of a National Strategy | 149 |

| | | |
|------|---|------------|
| 18.3 | Foreign Trade Policy and New Forms of Internationalization | 151 |
| 18.4 | Democratic Corporatism and Swiss Domestic Policy | 153 |
| | References | 157 |