

LPS-MG202 | Human Resource Management in Multinational Corporations: A Focus on Asia

COURSE OUTLINE

INSTRUCTOR

Dr. Chunyun Li joined the Department of Management at London School of Economics as an assistant professor since 2015. Obtaining a Ph.D. in Employment Relations and Human Resources from the U.S., her research focuses on employment relations and corporate social responsibility, with an expertise on China. She has conducted extensive interviews with workers and managers in Chinese and multinational companies. Her current project involves analyzing multiple datasets to assess the impacts of global brands' practices on suppliers. Chunyun has been elected as one of the '2017 top ten teachers' at the Department of Management at LSE.

COURSE OVERVIEW

Human resource management impacts the life of employees and outcomes for organizations. It is therefore crucial to design informed people management practices to help companies prosper and individuals get more meaning and other rewards out of work.

This course examines cutting-edge human resource management (HRM) issues in multinational corporations (MNCs) operating in or originated from Asia. It discusses the HRM challenges Western companies face in Asia; the people issue that Asian multinationals face when venturing abroad; and the current

emerging domain of people analytics in the Asian context. As such, the course combines substantive areas of people management issues and evidence-based decision-making skills to resolve practical HRM problems in case studies. The delivery includes lectures covering relevant research on particular HRM topics, case analysis in classes, group activities on data-driven skills to arrive at HR decisions, and guest speakers featuring HRM practitioners.

DAILY SESSION THEMES

1. Introduction: globalization, transnational HR strategy, and Asia
2. Talent acquisition in Asia
3. Diversity, challenges in Asia, & analytics
4. Performance management and cross-country difference
5. Changing modes of international assignments and costing
6. Workforce restructuring, flexible employment, & Asian institutions
7. HR factors in outsourcing and offshoring: West and East interactions
8. People analytics in Asian firms
9. Big data & AI in people analytics and ethics in Asia
10. Project presentation and review

PREREQUISITES

There are no prerequisites for this course.

ASSESSMENT

Assessment will be based on coursework (worth 50% of the final mark) and a final project (worth 50% of the final mark).

READINGS

Below you will find a list of the main texts that will be used during the course: A full reading list and electronic course pack will be provided to registered students approximately six weeks before the beginning of the programme.

- Cooke, Fang Lee, Geoffrey Wood, Meng Wang, and Alex Veen. "How far has international HRM travelled? A systematic review of literature on multinational corporations (2000–2014)." *Human Resource Management Review* 2019: 29(1): 59-75.
- Davenport, Thomas H., Jeanne Harris, and Jeremy Shapiro. 2010. *Competing on talent analytics*. *Harvard business review*, 88(10): 52-58.
- Shih, Willy. 2017. *Fuyao Glass America: Sourcing Decision*. Harvard Business School Teaching Note 618-032, (Revised August 2019).