



School of Business

Research Seminar Series 2019-2020

“Multinationals in the New Frontiers: Institutions & Power in the Management of the Employment Relationship in Developing Economies”

Dr Julius Nyiawung

Date: Thursday 21, November 2019

Time: 1pm-2pm

Venue: Rye Hall Lecture Theatre

Paper Abstract

We know little about management practices of international oil firms, especially, in complex institutional settings of developing countries where most of ‘their’ oil fields are located. This paper contributes to the literature on institutionalism and power in the regulation and management of MNEs. The oil industry is chosen as it is the most politicized of all industries globally. It is a sector inimitably located at the interface of global – and local – political and commercial ambitions. It thus permits the examination of multi-level influences shaping management practices within MNEs. The analysis of data drawn from a case study showed that the arrival of Chinese oil MNEs in Cameroon adorned local political actors with new power resources to modify or block the ‘foreign’ structural influences on employment practices in all oil MNEs. These, it’s argued, reveal how an emerging market MNE disrupted long secured ‘settlements’ of developed markets MNEs thereby adorning incipient institutions with renewed strength. The theoretical contribution of this study is the contention that the operating context in which an MNE is established and functions is a fluid space - complex and emergent – whereupon the interests and power resources of key power holders within and beyond the MNC are continually being redrawn, enhanced and diminished.

About the Speaker

Julius is a lecturer in Management & Organisational Behaviour in the School of Business. His research interests center around multinational organisations (MNEs) from advanced and emerging markets; especially how they manage their workforces in developing countries. The upcoming research presentation focuses on how institutions and power influence employment systems in Cameroon. It forms part of a wider study on human resource management in the country's oil industry which has recently attracted, for the first time, Chinese MNEs as the geopolitical landscape is markedly shifting in the African continent.

To RSVP, please email business@mu.ie

