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**SUPRANATIONAL INSTITUTIONAL SAFEGUARDS, ONE BELT ONE ROAD,
AND MULTINATIONAL FIRMS' INVESTMENT STRATEGY**



by
Tony Tong
University of Colorado
13 September 2019 (Friday)
13:00 – 15:00
Room 812

Abstract / Synopsis

This paper highlights the social risk in the host country confronting multinational firms, and CSR reporting as an important coping mechanism firms may deploy to mitigate such risk. Focusing on the case of state-led FDI driven by supranational institutional agreements that shield firms from political risk, we argue that such firms still face social risk induced legitimacy challenges in the host country. Leveraging China's One Belt One Road initiative, we show that firms' participation in the initiative increase the likelihood of CSR reporting as well as the amount of information disclosed in CSR reports. Further, these effects are magnified for state-owned firms and firms in natural resource sectors, consistent with our argument that such firms likely experience greater legitimacy challenges abroad and institutional pressure at home.

About the Speaker

Professor Tony Tong is a Professor of Strategy and Entrepreneurship in the Leeds School of Business at the University of Colorado. He conducts research at the intersection of strategy, innovation, and globalization, studying interfirm relationships, multinational firms, patents & intellectual property rights, and digital innovation. He has published in major journals in management, strategy, and innovation, including *Academy of Management Journal*, *Journal of Economic Behavior & Organization*, *Journal of Economics & Management Strategy*, *Journal of International Business Studies*, *Nature: Scientific Data*, *Research Policy*, *Organization Science*, and *Strategic Management Journal*. His research has received several awards, including the Winner of the Strategic Management Society Best Conference Paper Prize, as well as grants from the National Science Foundation and the Department of Energy. Professor Tong teaches Strategic Management, Global Strategy, and Technology & Innovation Management in the undergraduate, MBA, and Executive programs. His teaching has won several awards and recognitions from the University of Colorado, Purdue University, Ohio State University, and CKGSB. Professor Tong is active in the community and serves on the editorial review boards of *Academy of Management Journal*, *Global Strategy Journal*, *Strategic Entrepreneurship Journal*, *Strategic Management Journal*, and *Strategic Organization*, among others. Professor Tong obtained his PhD from Ohio State University, and his M.Sc. from the National University of Singapore.

Registration

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