

The idea behind two
articles: foundation of
theory building in
international busi...



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R. Preeti 19/2/2008 IDEA EXPRESSED Very often, more than the message or information conveyed through an article, the idea that it puts across is more important and relevant. The articles do discuss a plethora of ideas, from online technology transfer to international business. However, there lies a prominent and recurrent motif that is a general base for all the articles and write-ups. This constitutes the idea that is the common ground for the development of all of them.

The idea that is reflected in all the works, is that of an international perspective of growth. This growth is not solely inclined towards country's economic growth, but also deals with the growth of businesses and private or public sector undertakings. All the articles are inclined towards taking a stance on the different facets of this idea that is expressed in varying degrees and through various ways and styles of writing.

The first article on designing online transfer of technology, talks about how technology transfer is a high-cost affair, especially for the developing third world countries. Therefore, in a bid to promote the transfer of technology and also reduce the costs associated with it, online technology transfer is the answer. The article also reflects on how culture and the social set-ups, besides the value-system often determine the outlook for a country, even towards technology. It discusses the various facets of a multi-lateral methodology of transferring technology, using the internet technology, for uniform progress at low costs.

The second article, on the Foundation of Theory building in International Business, again bears common ground with the previous article----it again deals with the purview of what constituted international business. It delves

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into the different parameters that constitute the functioning and the entire conceptualisation of international business. It does not restrict the purview to solely economic activity, but extends beyond that and looks into international exchange. International exchange is a more humanitarian concept, wherein different facets and activities of humans inspire and influence the others as well. International business provides room for this feature, since it also encourages the growth and development of the human civilisation, by interactions and other exchange.

The next article on the Origins of Endogenous Growth takes the idea further. It talks about how internal economic activities of a country help in furthering its growth, and not the ones that take place externally. It gets into how the per capita income is a reflection of the country's internal economic activity. Thus, the article again carries forward the paradigm comparisons between international economic activity and indigenous ones.

The fourth article, Endogenous Innovation in the Theory of Growth, carrying the idea forward again, talks about the neoclassical models of economic activity and growth, and delves into what influences economic growth in a country.

All the articles carry forward a core idea, which is the equation of international economic activities and internal ones. The various parameters and facets for the two are discussed, while giving shape to the thoughts, regarding what and how could an economy grow and using what factors.

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