
JUST PUBLISHED

**The Transnationalization of Service Industries:
An Empirical Analysis of the Determinants of Foreign Direct Investment
by Transnational Service Corporations**
(Sales No. E.93.II.A.3) (\$US15)

The purpose of this monograph is to identify the determinants of the expansion of transnational service corporations, drawing upon theories and paradigms that have been developed to explain international production in goods-producing industries, and to verify them empirically on the basis of available data. Foreign-direct-investment decisions of 210 of the largest TNCs and services are analyzed over the period 1976-1986. Hypotheses examining major factors affecting FDI in services are tested, using a logistic regression model.

**Conclusions on Accounting and Reporting by
Transnational Corporations, Revised Edition**
(ST/CTC/172)

This publication updates the 1988 edition and reviews the discussions and deliberation of the Intergovernmental Working Group of Experts on International Standards of Accounting and Reporting (ISAR). The booklet is intended to serve as a guide for both the preparers and users of financial statements indicating to them not only items to be disclosed, but also the manner in which they are to be disclosed. The purpose is to improve the availability, transparency and comparability of enterprise information.

**Transnational Corporations and the Transfer of New Management
Practices to Developing Countries**
(ST/CTC/153)

The study draws lessons from a number of case studies at the enterprise level in several developing countries and assesses the importance of ownership linkages in the introduction, diffusion and impact of new management techniques. Contrary to some assessments, the study sees a potential important role for these new practices in the competitive performance of developing countries' enterprises. The study offers policy conclusions to enhance the wider diffusion of these management practices.

**Transnational Technology Towards the Year 2000
in the ESCAP Region
(ST/ESCAP/1071)**

The rapid development of new technologies in the next decade, particularly among transnational corporations from the developed countries, will herald a new period of change for developing countries in Asia. This monograph draws together a collection of papers presented at the Symposium on Transnational Technology towards the Year 2000 in the ESCAP region, held in Bangkok in 1990. It examines crucial aspects of the nature and impact of technology transfer for the future economic development and industrialization of the region and provides an insight into policy issues arising from the development and exploitation of new technologies. The message of this publication is that, with cautious activism and a proper mix of markets and Government interventions, the developing countries in the Asia-Pacific region should be able to increase the gains from the transfer of technology by transnational corporations and take advantage of the newly emerging technologies.

**Books received on foreign direct investment and
transnational corporations since December 1993.**

- Agarwal, Jamuna, Andrea Gubitza and Peter Nunnenkamp, *Foreign Direct Investment in Developing Countries: The Case of Germany* (Kiel, J. C. B. Mohr Tubingen, 1991).
- Chan, Sup Chan and Nahn Joo Chang, *The Korean Management System: Cultural, Political, Economic Foundations* (Westport, Connecticut, Quorum Books, 1994).
- Correa, Carlos M., ed., *Produccion y Comercio de Software en America Latina* (Vienna, Zagier and Urruti for UNIDO, 1993).
- Grub, Phillip D. and Dara Khambata, eds., *The Multinational Enterprise in Transition: Strategies for Global Competitiveness* (Princeton, New Jersey, The Darwin Press, Inc., 1993).
- Jain, Subbash C., *Market Evolution in Developing Countries: the Unfolding of the Indian Market* (Binghamton, New York, International Business Press, 1993).
- Organisation for Economic Co-operation and Development, *Competition Policy in OECD Countries, 1990-1991* (Paris, OECD, 1993).
- Reddy, Allan C. and David P. Campbell, *Marketing's Role in Economic Development* (Westport, Connecticut, Quorum Books, 1994).
- Rondinelli, Dennis A., *Privatization and Economic Reform in Central Europe: The Changing Business Climate* (Westport, Connecticut, Quorum Books, 1994).
- Meulenbergh, Matthew, ed., *Food and Agribusiness Marketing in Europe* (Binghamton, International Business Press, 1993).
- Salazar-Volkman, Christian, *Elektronische Datenverarbeitung im Bankwesen Ecuadors* (Frankfurt, Peter Lang, 1994).
- Cominotti, Ruggero and Sergio Mariotti, eds., *Italia multinazionale nei servizi: Radiografia degli investimenti diretti esteri in Italia* (Milano, Etaslibri, 1993).

Report of the editors of *Transnational Corporations*

In 1993, pursuant to the restructuring of the Secretariat in the economic and social fields, the United Nations Programme on Transnational Corporations was transferred from New York to Geneva. It is now implemented by the Division on Transnational Corporations and Investment of the United Nations Conference on Trade and Development (UNCTAD). During the past year, *Transnational Corporations* continued to be published, albeit with some delay in publication and distribution of the journal as a result of the transfer. Having overcome the problems associated with the transfer, the journal is now back again on its regular publishing schedule.

The editorial process

The editorial process has worked fairly smoothly during the second year, thanks to the support provided by members of the Board of Advisers (especially its chairperson), reviewers and the staff of the UNCTAD Division on Transnational Corporations and Investment.

Manuscripts submitted to the journal (except book reviews) are being handled through a double-blind refereeing process. Under this process, a reviewer is not informed of the author's identity and, at the same time, the editors do not disclose the reviewer's identity to the author. Manuscripts are sent to two or three external reviewers if it is decided by the editors that they fit the scope of the journal and are publishable with, if required, revisions. The blind-refereeing approach of the articles submitted for publication remains a valuable tool for maintaining high standards.

The table shows the disposition of the manuscripts that the editors received in 1993. Of the 49 articles and research notes submitted (a good part of them invited), 45 per cent were published.

Disposition of manuscripts as of 31 December 1993

Item	Published	Rejected	In process	Total
Article	18	11	15	44
Research note	4	0	1	5
Total	22	11	16	49

Source: UNCTAD, Division on Transnational Corporations and Investment.

The distribution of *Transnational Corporations* was about 3,000 in 1993, of which some 2,200 persons and institutions received the journal through the Division's mailing list. The number of subscriptions has remained stable, which means that further efforts are needed to expand its subscription list.

Editors and the Board of Advisers

Karl P. Sauvant edited the journal with the assistance of Persephone Economou (Associate Editor) and Fiorina Mugione (Associate and Managing Editor). Ms. Béatrice Frankard-Little, the Managing Editor of this journal and its predecessor (*The CTC Reporter*) for twelve years, was assigned to other duties within the Organization. The editors express their gratitude for her contribution to the journal. The editorial board is also grateful for assistance provided by United Nations staff members at various stages, and in particular to Hiroshi Kawamura and Richard Kozul-Wright.

There are sixteen experts on the Board of Advisers, chaired by John H. Dunning (Universities of Reading and Rutgers). Board members have been selected to reflect different areas of expertise in the field of transnational corporations. The editors are indebted to the Board for the professional advice that they received in the course of 1993.

Instructions to Contributors

I. Manuscript preparation

Authors are requested to submit three (3) copies of their manuscript in English (British spelling), with a declaration that it has not been submitted for publication elsewhere, to:

The Editor
Transnational Corporations
UNCTAD
Transnational Corporations and Investment Division
Room E-8006
Palais des Nations
CH-1211 Geneva 10
Switzerland
Tel.: (41) 22 907 5707
Fax: (41) 22 907 0194

Articles should, normally, not exceed 30 double-spaced pages (12,000 words). All articles should have an abstract not exceeding 150 words. Research notes should be between 10 and 15 double-spaced pages. Book reviews should be around 1,500 words, unless they are review essays, in which case they may be the length of an article. Footnotes should be placed at the end of the page they refer to. An alphabetical list of references should appear at the end of the manuscript. Appendices, tables and figures should be on separate sheets of paper and placed at the end of the manuscript.

Manuscripts should be typewritten and double-spaced (including references) with wide margins. Pages should be numbered consecutively. The first page of the manuscript should contain: (i) title; (ii) name(s) and institutional affiliation(s) of the author(s); (iii) address, telephone and facsimile numbers of the author (or primary author, if more than one).

Authors should provide the diskette of manuscripts only when accepted for publication. The diskette should be labelled with the title of the article, the name(s) of the author(s) and the software used (e.g., WordPerfect, Microsoft Word etc). WordPerfect is the preferred software.

Transnational Corporations has the copyright for all published articles. Authors may reuse published manuscripts with due acknowledgement. The editor does not accept responsibility for damage or loss of manuscripts or diskettes submitted.

II. Style guide

A. **Quotations** should be double-spaced. Long quotations should also be indented. A copy of the page(s) of the original source of the quotation, as well as a copy of the cover page of that source, should be provided.

B. **Footnotes** should be numbered consecutively throughout the text with arabic-numeral superscripts. Footnotes should not be used for citing references; those should be placed in the text. Important substantive comments should be integrated within the text itself rather than placed in footnotes.

C. **Figures** (charts, graphs, illustrations, etc.) should have headers, subheaders, labels and full sources. Footnotes to figures should be indicated by superior lower-case letters and should appear after the sources. Figures should be numbered consecutively. The position of figures in the text should be indicated as:

Put figure 1 here

D. **Tables** should have headers, subheaders, column headers and full sources. Table headers should indicate the year(s) of the data, if applicable. The unavailability of data should be indicated by two dots (...). If a datum is zero or negligible, it should be indicated by a dash (—). Footnotes to tables should be indicated by superior lower-case letters and should appear after the sources. Tables should be numbered consecutively. The position of tables in the text should be indicated as:

Put table 1 here

E. **Abbreviations** should not be used, except for FDI (foreign direct investment) and (TNCs) transnational corporations.

F. **Bibliographical references** in the text should appear as: "John Dunning (1979) reported that . . .", or "This finding has been widely supported in the literature (Cantwell, 1991, p. 19). The author(s) should ensure that there is a strict correspondence between names and years appearing in the text and those appearing in the list of references.

All citations in the list of references should be complete. Names of journals should not be abbreviated. The following are examples for most citations:

Bhagwati, Jagdish (1988). *Protectionism* (Cambridge, Massachusetts: MIT Press).

Cantwell, John (1991). "A survey of theories of international production", in Christos N. Pitelis and Roger Sugden, eds., *The Nature of the Transnational Firm* (London: Routledge), pp. 16-63.

Dunning, John H. (1979). "Explaining changing patterns of international production: in defence of the eclectic theory", *Oxford Bulletin of Economics and Statistics*, 41 (November), pp. 269-295.

United Nations Centre on Transnational Corporations (1991). *World Investment Report 1991: The Triad in Foreign Direct Investment* (New York, United Nations), United Nations publication, Sales No. E.91.II.A.12.

All manuscripts accepted for publication will be subjected to editing to ensure conformity with United Nations practice.