

## JUST PUBLISHED

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### **World Investment Report 1994: Transnational Corporations, Employment and the Workplace. An Executive Summary.**

(Free of charge)

The *World Investment Report 1994* is the fourth in an annual series designed to present up-to-date, comprehensive information about foreign direct investment and transnational corporations. The *Report* documents the continuing growth of foreign direct investment to developing countries, which occurred in the midst of a continued decline in world-wide investment flows, especially in developed countries. It analyses in particular the wide range of effects of the activities of transnational corporations on employment and industrial relations.

### **The Tradability of Banking Services: Impact and Implications**

(Sales No. E.94.II.A.12) (\$50)

Banks and financial institutions have been at the forefront in the application of new technologies to the delivery of their services. As a result, the world's major financial institutions have undergone a profound transformation over the past few decades. More recently, with the application of information and telecommunication technologies, banks are able to deliver a range of services to customers far removed from the location of the production facility. The purpose of this study is to examine the tradability of banking products, particularly as regards its technical feasibility and the implications of this for both banking enterprises and national economies, including, particularly developing countries. The analysis suggested that the benefits that may be expected from increased tradability will become available to countries where the necessary information and telecommunication technology infrastructures have been created and where the labour force is qualified to maintain it. The study identifies some policy options for enhancing the opportunities for developing countries to benefit from the tradability of banking services and outlines some practical measures that could be initiated through international or bilateral assistance to help developing countries exploit potential opportunities.

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## **International Accounting and Reporting Issues: 1994 Review**

(Sales No. E.95.II.A.3) (\$27.50)

This annual publication reports the activities of the twelfth session of the Intergovernmental Working Group of Experts on International Standards of Accounting and Reporting (ISAR). The session concentrated on the harmonization of accounting standards. The experts formulated recommendations to promote the harmonization of standards between the developed and the developing countries. Topics covered in this report also include environmental accounting disclosure, accounting for leases and government grants and new financial instruments.

## **Transnational Corporations and the International Trade in Primary Commodities**

(ST/ESCAP/1413)

The Asia-Pacific region is the largest producer and exporter of several important primary commodities in the world. In the past, TNCs were significantly involved in the production of primary commodities in developing countries. Today, particularly in Asia and the Pacific, although the involvement of TNCs in the production of primary commodities has declined, their presence and importance in downstream activities, including trading, have dramatically increased. The purpose of this study is to examine the trading activities of TNCs in selected primary commodities in Asia and the Pacific. The study discusses policy measures to enhance the transfer of marketing know-how by TNCs to developing countries in Asia and the Pacific in areas such as international marketing.

**Transnationals**, vol. 6, No. 3 (October-December)

A quarterly newsletter available free of charge.

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## **Books received on foreign direct investment and transnational corporations since August 1994**

- Baer, Werner and Melissa H. Birch (eds.), *Privatization in Latin America: New Roles for the Public and Private Sectors* (Westport, Connecticut, Praeger Publishers, 1994).
- Czinkota, Michael R., Iikka A. Ronkainen and John J. Tarrant, *The Global Marketing Imperative: Positioning your Company for the New World of Business* (Lincolnwood (Chicago) Illinois, NTC Publishing Group, 1994).
- Dipchand, Cecil R., Zhang Yichun and Ma Mingjia, *The Chinese Financial System* (Westport, Connecticut, Greenwood Press, 1994).
- Doukas, John and Ike Mathur (eds.), *European Equity Markets and Corporate Financial Decisions* (Binghamton, New York, International Business Press, 1993).
- Doukas, John and Ike Mathur (eds.), *European Foreign Exchange Movements and Financial Institutions* (Binghamton, New York, International Business Press, 1994).
- Frazer, William, *The Central Banks: The International and European Directions* (Westport, Connecticut, Praeger Publishers, 1994).
- Gibbs, Manton C. (ed.), *Internationalization of the Business Curriculum* (Binghamton, New York, International Business Press, 1994).
- Kumar, Nagesh, *Multinational Enterprises and Industrial Organization: The Case of India* (New Delhi, Sage Publications India Pvt. Ltd., 1994).
- Mintu, Alma T., Hector R. Lozada and Michael J. Polonsky (eds.), *Environmental Issues in the Curricula of International Business: The Green Imperative* (Binghamton, New York, International Business Press, 1994).
- Nunnenkamp, Peter, Erich Gundlach and Jamuna P. Agarwal, *Globalisation of Production and Markets* (J.C.B. Mohr (Paul Siebeck), Tubingen, 1994).
- Zahra, Shaker A. and Abbas J. Ali (eds.), *The Impact of Innovation and Technology in the Global Marketplace* (Binghamton, New York, International Business Press, 1994).



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## Guidelines for 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:

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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.

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## 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 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:

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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 data are zero or negligible, this should be indicated by a dash (-). Footnotes to tables should be 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:

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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.

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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 publications, Sales No. E.91.II.A.12.

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

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Volume 3, Number 1, February 1994

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