



H A R V A R D | B U S I N E S S | S C H O O L

HBS Europe Research Center UPDATE MARCH–APRIL 2006

In this update: new publications on a French aerospace company and Fraikin; ongoing research in Business Government & the International Economy and Strategy; ERC case interviews in Denmark and archival research in France; an ERC event in Paris with leading European businessmen and the American Ambassador, the AACBS-EFMD General Annual Meeting and the spring European Leadership Council meeting.

NEWLY RELEASED RESEARCH AND CASE STUDIES

Article “Patriotic and Professional Jurisdiction”, Forthcoming

By Professor Michel J. Anteby, OB, in collaboration with the ERC. The paper focuses on the impact of globalization on companies built on local highly strategic knowledge and nationalism. It analyzes the history of a French aeronautic production plant which witnessed wide foreign participation: first, in the form of German expertise, after World War II, and, then, in the form of a still ongoing collaboration with an American jet engine manufacturer. The paper shows how patriotic and professional jurisdictions were initially intertwined, and the subsequent challenges these raised when local professional claims were threatened by foreign collaboration. It is suggested that globalization modifies the definition of technical expertise, as informed by nationalistic claims. Whereas globalization might appear to tame patriotic jurisdictions, the notion of expertise, in this case, becomes an arena for nationalism to re-emerge.

Case: Fraikin SA

Co-authored with Professor W. Carl Kester, FIN, the case provides an example of a so-called "whole business" securitization. Early in 2004, Fraikin, France's leading industrial vehicle rental company compared several alternatives aimed at refinancing a large bridge loan within a year. The case asks students to evaluate the advantages and disadvantages of three main options: a classic leveraged buyout, an asset-backed loan, and a loan based on securitizing Fraikin's truck rental contracts. The focus is mainly on the 'securitization option'.

SAMPLE RESEARCH IN PROGRESS

The ERC is currently working on several cases and projects such as:

- A case on the growth strategy of a German business software company, with Professor Pai-Ling Yin, STRAT, and Professor Andrei Hagiu, STRAT.
- A case on the European Common Agricultural Policy, with Professor Gunnar J. Trumbull, BGIE

The ERC is also exploring possible research projects on the impact of market reforms in Eastern Europe.

VISITS INVOLVING THE CENTER

Research activities in March and April involved case site trips to Denmark for case interviews with Professor Robert D. Austin, TOM, and archival research for Professor Michel J. Anteby, OB.

This bi-monthly update from the HBS Europe Research Center summarizes ongoing and future projects at the center. To stop receiving the update, contact ecorsi@hbs.edu.

In addition, we were happy to see here in Paris:

- HBS Faculty
- Professor Forest L. Reinhardt, BGIE, in Paris for the ELC meeting.
 - Professor Gunnar J. Trumbull, BGIE, to discuss a case study on the Common Agricultural Policy.
- HBS Staff
- Deirdre C. Leopold, Associate Director of Admissions for the MBA Program, to conduct interviews for next year's MBA program.
 - Susan A. Hamilton, Senior Development Officer and Director of International Relations, for various meetings in Paris.
 - Catherine Hutchinson, Assistant Director, Marketing, MBA Program, came to meet with Vincent Dessain.
 - Carin-Isabel Knoop, Executive Director, Global Research Group, to explore possible collaborations with the center.
 - Maureen Betses, Vice President, Higher Education & Corporate eLearning, Harvard Business School Publishing, visited the center while in Paris for the AACBS-EFMD Annual Meeting (see below).
- Other Visitors
- Karen E. Wilson (MBA 1991), founder of GV Partners, to discuss progress made in the organization of the next European Entrepreneurship Colloquium on Participant Centered Learning (EECPCL).

EVENTS

Ambassador Event, March 7. The ERC invited his Excellency the United States Ambassador in France, Craig Roberts Stapleton (MBA 1970), to visit the Center. Around thirty French senior executives and senior faculty members from la Sorbonne, HEC and ESSEC Business School attended the event. Vincent Dessain presented ERC's activities. A lively discussion followed and great interest was shown for HBS research and case studies.

European Leadership Council Spring Meeting in Paris. The ELC gathered in Paris in March for its spring meeting. Over twenty members were welcomed by Forest L. Reinhardt, BGIE. Vincent Dessain gave an update on the activities and research agenda of the Europe Research Center. Philippe Sereys De Rothschild (MBA 1991), CEO at Natexis Investissement, reported on the work done by his working group which is in charge of planning a symposium between the business and the academic community. Other presentations followed: Margaret M. Doyle (MBA 1994), Editor at Economist TV, focused on European Labor markets, Karen E. Wilson (MBA 1991), founder of GV Partners, presented the new Entrepreneurship "Teach the teachers" program (EECPCL) and Heiner Thorborg (ISMP 12 1979), owner of the German Heiner Thorborg GmbH & Co. explained the German corporate governance model.

AACBS-EFMD International and General Annual Meeting, April 23-25, Paris. The event, jointly organized by the Association to Advance Collegiate Schools of Business (AACBS) and the European Foundation for Management Development (EFMD), gathered around 1200 faculty members of European and non European Universities. On this occasion, Vincent Dessain met with the Deans of IESE in Barcelona, IMD in Lausanne and INSEAD in Fontainebleau and Singapore and discussed possible collaborations.

COMMENTS?

We welcome all suggestions and comments. Please contact us:

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More information about the ERC: <http://www.hbs.edu/global/europe.html>

Best regards,

The staff of the HBS Europe Research Center

Mission of the HBS Europe Research Center:

The mission of the Europe Research Center is to support faculty in their research and case writing projects throughout Europe. In addition, the ERC builds relationships with European business and political leaders, educational institutions, and alumni.

HBS UNITS LEGEND:

A&C	Accounting and Control	MKT	Marketing
BGIE	Business, Government and the International Economy	NOM	Negotiation, Organizations & Markets
EM	Entrepreneurial Management	OB	Organizational Behavior
FIN	Finance	STRAT	Strategy
GM	General Management	TOM	Technology and Operations Management