

Business, Governments, and Political Risk in South Asia and Latin America Since 1970

Jones, Geoffrey, and Rachael Comunale

Harvard Business School Working Paper, No. 18-102

May 2018

El proyecto Creating Emerging Markets (Harvard Business School) permite consultar más de 120 entrevistas realizadas a empresarios y empresarias de 21 países. Una buena parte de ellas (51) se realizaron en países de América Latina (México, Brasil, Costa Rica, Colombia, Perú, Chile y Argentina).

<https://www.hbs.edu/creating-emerging-markets/interviews/Pages/default.aspx>

Se trata de la mayor colección de entrevistas a empresarios y empresarias de los llamados países emergentes. En conjunto, CEM es una valiosa y original herramienta para la investigación y la docencia de la historia sobre el desarrollo empresas y empresarios de África, Asia, América Latina y el Medio Oriente. Las entrevistas se encuentran transcritas y son de acceso público mediante el acceso al sitio web (y luego de completarse un breve formulario). También se han realizado breves videos para poder ser utilizados como material de enseñanza

<https://www.hbs.edu/creating-emerging-markets/video-database/Pages/default.aspx>

Tópicos como innovación, internacionalización, familias empresarias, responsabilidad social, sustentabilidad, liderazgo, pobreza, poder y corrupción, entre muchos otros, están cubiertos en las entrevistas. Las entrevistas están concebidas de tal forma puedan ser empleadas en múltiples escenarios, y han sido pensadas para generar un bien colectivo, abordándose una multiplicidad de temas y problemas propios de las economías emergentes. El documento-texto que presentamos hoy en la Sección Debates, autoría de Geoffrey Jones y Rachel Comunale es una muestra de la utilidad y riqueza de esta colección de entrevistas como recurso para la investigación y la docencia.

This working paper provides a new perspective on how businesses have responded to political risk in South Asia and Latin America over the last half century. The existing business history literature on political risk is focused on the experiences of Western multinationals in the 20th century, especially in Nazi Germany and the post-colonial developing world. This working paper is instead focused on perceptions of political risk by domestic business leaders active in Latin America and South Asia since the 1970s. Employing data from the Creating Emerging Markets oral history database developed at the Harvard Business School, the working paper identifies five major sources of political risk: macroeconomic and policy turbulence, excessive bureaucracy, political instability, corruption, and violence. Employing NVivo coding, marked regional differences were identified. Macroeconomic and policy turbulence was the biggest perceived source of risk in Latin America. Excessive bureaucracy was the biggest source of perceived risk in South Asia. There were regional differences also in how leaders in different regions responded to the same risk. In both regions business leaders reported having to dedicate significant time to navigating government regulations, but interviewees in South Asia frequently reported attempting to steer clear from highly regulated industries, while many interviewees in Latin America discussed how they adapted to heavier government oversight by forming closer ties or working relationships with incumbent administrations.

Jones, Geoffrey, and Rachael Comunale

"Business, Governments and Political Risk in South Asia and Latin America since 1970." Harvard Business School Working Paper, No. 18-102, May 2018.

LINK AL TEXTO COMPLETO:

https://www.hbs.edu/faculty/Publication%20Files/18-102%20Jones%20Business,%20Government%20and%20Political%20Risk_d736498a-0509-45e8-81c0-e30ba53f0b7f.pdf