What research and data collection strategies can be used to study globalization?

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Why is globalization so difficult to study?

• Huge and growing complexity
  – Industries
  – Places (institutions, languages, local partners)
  – Regulations (international, national, industry, occupation)
• Rapid change, moving targets (ITC having a huge impact)
• Cost (travel, data collection)
• Personnel (languages, local knowledge, contacts)
• Politically charged topic (degrades quantitative and qualitative data)
• Lack of detailed statistics
  – Detailed cross-national data almost non-existent except in goods trade (an artifact of tariff regimes)
  – Services trade (domestic and international), prices
  – Power, market share, inter-firm relationships
• Meta-studies impossible because industry studies and international comparisons are generally done one-off.
What we need to do

• More detail in existing metrics and classifications
  – Services trade (16,000 classifications for traded goods, 17 for services)
  – Services product classifications (6,000 for goods, 100 for services)
  – Deploy NAPCS (3,500 detailed services product classifications)

• Qualitative, observational research remains a key tool

• International harmonization should be a higher priority

• New metrics and classification schemes
  – Business functions (outsourcing has decreased the value of industry classifications)
  – Global value chain mapping (who does what where?)
  – Global market share
  – Power in the chain

• New methods (data quality issues here)
  – Internet scraping
  – Web questionnaires

• New collaborations
  – Quantitative and qualitative
  – Between national data agencies