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

Timothy Sturgeon, MIT Industrial Performance Center (Chair)
Julia Lane, University of Chicago, National Opinion Research Center
J. Bradford Jensen, Peterson Institute of International Economics
Rosemary Batt, Cornell University, Industrial and Labor Relations
Frank Levy, MIT Department of Urban Studies and Planning

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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*