



UNIVERSITÀ  
DI PAVIA

UNIVERSITY OF PAVIA - DEPARTMENT OF ECONOMICS AND MANAGEMENT  
LAUREA MAGISTRALIS (2-YEAR MASTERS PROGRAMME) IN  
INTERNATIONAL BUSINESS AND ECONOMICS

MASTER PROGRAMME IN  
**INTERNATIONAL BUSINESS AND ECONOMICS  
(MIBE)**

# **MIBE 5<sup>th</sup> Opening Lecture**

11<sup>th</sup> November 2013, 10:00 a.m.  
Reading Room (Ex-Chiesetta)

## **Peter Buckley**

Centre for International Business  
University of Leeds

*«Internalisation Theory and  
the Multinational Enterprise»*

---

## **Jean-François Hennart**

Centre for Research in Business and Economics  
Tilburg University

*«Transaction Cost Theory and  
the Multinational Enterprise»*

---

**Chair:** Prof. A. Zucchella, University of Pavia

**Introduction:** Prof. A. Majocchi, University of Pavia