

CSCRL SPRING SYMPOSIUM

UTILIZING TECHNOLOGY FOR COMPETITIVE ADVANTAGE IN THE SUPPLY CHAIN

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ABSTRACT

USING BIG DATA TO MAKE BIG DECISIONS IN AN INTERNATIONAL CONTEXT

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What is an emerging market? Currently, there is no universal definition of this term. According to the Morgan Stanley Capital Index (MSCI) equity index, there are 23 emerging market countries. On the other hand, the International Monetary Fund's (IMF) index comprises 152 countries based on measures of social and economic development. Because investors, arbitrators, and sovereign bond issuers use these different categorizations to make sweeping conclusions about the investment climate in these countries, these arbitrary decisions (use of different decisions) often have billion dollar implications. Drawing on Rob Ginsburg's experiences in advising multinational companies, institutional investors, and host governments on cross border transactions since 1999, this series provides a 5-point framework for understanding the unique investment climate of each country and minimizing risk associated with supply chain integration in the cross-border context.

