

Going Overseas Together: A Literature Review on Manufacturer-Supplier Co-Globalization of Production Bases

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Abstract: Global manufacturers have extended their supply chains across the continents and established self-sufficient supplier networks so as to meet local content requirements and increase customer responsiveness. It is not uncommon business practice among Korean and Japanese firms that suppliers are encouraged to accompany with their buying firms' overseas expansions. This is a typical example of relationship-specific investment, in which both buying

firms and suppliers may be interlocked and their business success become intertwined. We will review relevant past literature and propose research directions.

Keywords: Co-Globalization, Self-Sufficient Supplier Networks, Relationship-Specific Investment