
Firm Level Performance of Offshore Outsourcing Strategy of Manufacturing Enterprises: A Research Agenda

Muhammad Mohiuddin, Laval University
Zhan Su, Laval University

EXECUTIVE SUMMARY

Offshore outsourcing research is gaining momentum in all stream of Management science. Majority of previous research dealt with national level macro-issues, the new research trend has started to investigate firm level economic and strategic benefits or competitiveness of offshore outsourcing. This paper discusses opportunities and challenges of research in this field and proposes the systematic literature review, multiple case study and survey methods to find out the firm level performance of offshoring firms. It also shed light on the emerging theoretical paradigm and proposes integrative qualitative and quantitative performance indicators. Methodologies to find out firm level tangible and intangible performances of offshoring manufacturing firms are the fundamental contribution of this paper.

Keywords: Balanced scorecard, Offshore outsourcing, Small and Medium size enterprises, Case study, Firm level performance.