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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** Spanning Institutional Distance in the Digital Era: The Role of Digital Platforms in the Internationalisation of Chinese MNEs

**Creator:** Zhiren Shan

**Principal Investigator:** Zhiren Shan

**Affiliation:** University of Birmingham

**Template:** UoB short template

### **Project abstract:**

With the advent of the digital era, digital technologies are changing the way firms, particularly multinational enterprises (MNEs), expand into overseas markets. Therefore, the purpose of this study is to explore the role of digital platforms by Chinese multinational enterprises (MNEs) in their international expansion from China to foreign markets with significantly differing environments.

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### **Copyright information:**

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# Spanning Institutional Distance in the Digital Era: The Role of Digital Platforms in the Internationalisation of Chinese MNEs

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## Data description

### What types of data will be used or created?

There are two types of data that will be used in this project. The primary source is interview data, as the researcher will invite individuals who work for multinational enterprises and are responsible for international business or digital platform operations. Their thoughts and experiences will serve as valuable first-hand data. In addition, archival data will also be used, such as company brochures, official websites, social media posts and newspaper.

### How will the data be structured and documented?

The data will be structured and documented systematically to ensure transparency and traceability throughout the research process. Interview transcripts will be labelled using a consistent naming convention that includes the case identifier, interviewee code, and date. Archival materials will be categorised by source type (e.g., brochures, social media posts, website content) and stored in PDF format with descriptive file names.

## Data storage and archiving

### How will your data be stored and backed up?

The University of Birmingham provides a Research Data Store (RDS); access to the RDS is restricted to project members. Backup copies of data are taken on a daily basis and data is stored in separate buildings from the live data. The RDS has a backup and retention policy on how it looks after the data including archiving of primary data here: [Backup and Retention Policy](#)

### Is any of the data of (ethically or commercially) sensitive nature? If so, how do you ensure the data are protected accordingly?

To ensure anonymity, all personal identifiers will be removed from the dataset before sharing

### Where will your data be archived in the long term?

Data will be shared through the University of Birmingham's eData repository (<https://edata.bham.ac.uk/>) which makes the datasets discoverable through search engines like Google. Publications will include a data access statement, linking to the dataset deposited in the

University of Birmingham's data repository, where the data can be accessed by anyone, and access conditions will be provided if the data cannot be shared openly.

## **Data sharing**

### **Which data will you share, and under which conditions? How will you make the data available to others?**

To ensure ethical research practices, the research team will engage in discussions with interviewees to explore the possibility of archiving and depositing data. Informed consent will be sought from participants wherever possible during the process of gaining informed consent prior to participation. However, in cases where consent is not given, the data will not be shared. The data will be archived and deposited after anonymization with the permission of the study participants at the end of the project. Additionally, the research team will select some interview transcripts and work with respondents to edit these further for data sharing.

Data will be shared through the University of Birmingham's eData repository (<https://edata.bham.ac.uk/>) which makes the datasets discoverable through search engines like Google. It provides a range of options for open licensing of data but also allows closed and embargoed deposits where required. Ubiara eData uses Dublin Core as a metadata standard and the minimum metadata provided for published datasets will cover amongst others title, type of data, creators, publication date and related publications.

At the completion of the project, data will be archived in a trusted repository under a three-year embargo to enable final publications to be made.