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Aim of the WIBAR2-MNE-database

The aim of the WIBAR2-MNE database is to facilitate the answers in the WageIndicator web-survey to the survey question in what company respondents work. This survey questions enables data analyses of the country-specific impact of Foreign Direct Investment on wages and working conditions, as well as comparing wages across countries within one company.

Two Multinational Enterprise (further MNE)-databases have been developed thus far related to the WageIndicator: one for Brazil, India, South Africa, and South Korea by Van Tulder and Fortanier as part of the GLOBAL-project, and one for twelve EU member states and five industries by Van Klaveren and Tijdens as part of the WIBAR2-project.

The GLOBAL database holds 335 MNE names with in total 2,760 subsidiaries with in total 3,642 establishments with in total 8,963 locations in the four countries involved. Within a country, the database can contain more than one establishment of one subsidiary. The WIBAR2 database holds 577 MNE names

with in total 1,057 subsidiaries with in total 3,630 establishments in the twelve countries involved. In this database, two or more establishments in one country are not distinguished as separate entities, but establishments are distinguished if they are found in two or more industries. From the 335 Global MNE's and the 577 WIBAR2 MNE's, in total 157 are in common.

The survey question

In most countries, the WageIndicator web-survey contains a survey question "What is the name of the company where you work?". Generally in surveys, an open text field is used to store the answers to this question. Text fields, however, require a huge and costly recoding effort. The web-survey technology allows for a new approach, notably a list of company names where the respondent can tick the answer. This list is of course pretty long and therefore it is mostly asked through a search tree. In the case of the WageIndicator survey, respondents first tick the industry where they work, and then a list of company names in this particular industry pops up. At the bottom of the list an option 'Other' allows respondents to key in the company name if that name is not listed. An option "Don't want to say" facilitates respondents not to identify the name of their company.

For most countries, a list of company names is not publicly available. Therefore, it had to be made. To prevent the list of becoming too long, in the case of the GLOBAL project it was restricted to MNE's and their subsidiaries in the four countries, whereas in the case of the WIBAR2 project it was restricted to MNE's with subsidiaries in twelve countries in five industries. A MNE is defined as an enterprise with subsidiaries in more than one country. In addition, in WIBAR2 a number of large national companies in any of the five industries has been added. For the WIBAR2 list of MNE companies, a database has been created, which is described hereafter. In this paper, we continue to elaborate on the WIBAR2 MNE-database.

Design of the database

Asking individuals in what company they work will elicit an answer referring to the name of the establishment and not the MNE. It may even be the case that respondents don't know the name of the MNE. Therefore, the database has to include the names of the MNE's establishments in the countries at stake.

To facilitate searching through the search tree, the database needs to include the industry of the establishment. In some cases, an establishment can be allocated to two or more industries. This is facilitated in the database.

The table at the next page provides an example of the database, as far as the industries, the establishment name and the establishments in the various countries are concerned.

Table Example of a part of the database: the establishment name, the establishment name in a country, and the industry in two steps (Note that not all twelve countries are presented here, due to limitations of the page)

Industry-step 1	Industry-step 2	Establishment name	BE	FR	GE	IT	NL
Wholesale and retail trade	Department stores and supermarkets	Brugsen					
Wholesale and retail trade	Department stores and supermarkets	C & C Schaper			C & C Schaper		
Wholesale and retail trade	Department stores and supermarkets	C1000					C1000
Wholesale and retail trade	Department stores and supermarkets	Carrefour	Carrefour	Carrefour		Carrefour	
Wholesale and retail trade	Department stores and supermarkets	Casino		Casino			
Wholesale and retail trade	Department stores and supermarkets	Cassa					
Wholesale and retail trade	Department stores and supermarkets	Other MNE	Other	Other	Other	Other	Other
Transport, logistics, communication	Sea and coastal water transport	Brittany Ferries		Brittany Ferries	Brittany Ferries		
Transport, logistics, communication	Sea and coastal water transport	CMA CMG	CMA CMG	CMA CMG	CMA CMG	CMA CMG	CMA CMG
Transport, logistics, communication	Sea and coastal water transport	CMB	CMB				
Transport, logistics, communication	Sea and coastal water transport	Delmas	Delmas	Delmas		Delmas	
Transport, logistics, communication	Sea and coastal water transport	DFDS Seaways					DFDS Seaways
Transport, logistics, communication	Sea and coastal water transport	Euronav-CMB	Euronav-CMB	Euronav-CMB			
Transport, logistics, communication	Sea and coastal water transport	Hamburg Süd			Hamburg Süd		Hamburg Süd
Transport, logistics, communication	Sea and coastal water transport	Other MNE	Other	Other	Other	Other	Other

The establishment is the key unit in the database. This unit is related to a subsidiary, which in turn is related to a MNE. In addition, the database includes the name of the home country of the MNE, as the example from the database hereafter shows.

Establishment	Subsidiary	MNE	Home country MNE
ABNAMRO	ABNAMRO	FORTIS	BE
First Direct	First Direct	HSBC Group holdings	GB
HSBC	HSBC	HSBC Group holdings	GB
Midland Bank	Midland Bank	HSBC Group holdings	GB
Zurich_lifeinsurance	Zurich	Zurich	CH
Zurich_daminsurance	Zurich	Zurich	CH
HVB_banking	HVB	Unicredit Group	DE
HVB_lifeinsurance	HVB	Unicredit Group	DE

The variable names and coding

The dataset that is derived from the survey response, includes a number of variables, which are listed in the table hereafter (next page).

The primary unit of the database, MNSUBS, has a 9 to 12-digit code whereby:

- 3-4 digits indicate the MNE, these codes correspond to the GLOBAL MNE's codes in the case of similar MNE's
- 2 digits indicate the subsidiary of the MNE, ranged between 11 and 99
- 4-6 digits indicate the NACE industry-code of the establishment of the subsidiary

Variable	Label
MNSUBS	the name of the establishment
MNSUBS1	the name of the subsidiary
MNECOMPA	The name of the MNE
MNEMULTI	indicating whether MNECOMPA is a multinational enterprise (MNE), a voluntary international association such as Spar (vm), or a national company
MNNACEHQ	the NACE industry code of the headquarters of the MNE
MNHMCNTRY	the MNE's home country
MNEinBE	the subsidiary has at least one establishment in Belgium
MNEinDE	the subsidiary has at least one establishment in Germany
etc	etc. for all 12 countries
MNEtotct	the total number of countries where the subsidiary has at least one establishment, with a maximum of twelve countries.

The MNE name: the legal entity

The names of the companies, subsidiaries and establishments are as much as possible adequately phrased. Concerning the companies, this implies a correct use of capital and lower caps, the full name, and as much as possible the abbreviation of the legal entity. In the abbreviations no dots are used. The table shows which legal entities are used in the database.

Abbr. legal entity	US	UK	JP	SW	NL	DE	FR	IT	FI	ES	BE
AB				√							
AG						√					
Corp	√										
Cy	√										
Gmbh						√					
Group	√	√			√						
Groupe							√				
Grupo										√	
Gruppe						√					
Gruppo								√			
Inc	√										
International	√	√	√	√	√	√	√	√	√	√	√
Ltd		√									
NV					√						√
Oy									√		
Plc		√									
RPGB							√				
SA							√				√
SpA								√			

Coding the text box

Respondents may tick the option 'Other' if their establishment names are not present in the list of establishments. Next, a text field pops up, allowing the respondent to key in the name of the establishment. This leads to a variable in the dataset called MNE_txt.

After some initial data-cleaning, in a two-step process the data is as much as possible recoded into company names. First, the keyed establishment name is compared with the list of all establishments in the database. In case of a match, the variable MNSUBS is assigned the appropriate code. Second, in case of no match, the establishment name is checked for validity, and if passed this threshold, these names are autorecoded into the variable MNSUBS.

How the data was collected

A sound knowledge of industries and enterprises was combined with information gathered through the Internet. Industry knowledge partly relied on industry studies by AIAS and STZ consultancy & research carried out since 2000, notably on retail, call centres, finance, IT, electronics, and parts of the transport industry. This knowledge was brought up-to-date through Google and Wikipedia search efforts. Names and ownership relations have been updated until March 25, 2008. This means that the situation concerning ownership relations as of that date will be the starting point for all analyses in the course of the WIBAR2 project.
