

Factors which influence the degree of standardisation in marketing programmes of MNC subsidiaries in Ireland - an empirical investigation

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International marketing decision governance, standardisation, and performance A framework in the cross-market scenario, European Journal of Marketing

Our performance appraisal system uses multiple levels of evaluation criteria at the individual, group, and firm level. To strengthen their competitiveness in the global market, we believe that MNCs would have a strong desire to achieve strategic fit.

Competitive Dynamics between MNCs and Domestic Companies at the Base of the Pyramid: An Institutional Perspective

In particular, it seeks to review the three-way taxonomy evolved by Jarillo and Martinez 1990 in a study of manufacturing subsidiaries in Spain.

Determinants of autonomy in multinational corporation subsidiaries

Jarillo and Martinez' interpretation of this type is limited. Here we suggest that the need for external adaptability may drive MNCs to employ HPWS, which can provide them with a high level of flexibility via human resources Chen et al, 2005; Lawler et al, 2000. Conclusions The overall aim of this paper was to carry out a critical assessment of the integration-responsiveness framework.

Evaluation of the integration

As discussed earlier, the implementation of HPWS helps create and develop organisational capabilities, which make foreign subsidiaries more competitive, innovative, and flexible in coping with uncertainties in the environment Lawler et al, 2000; MartinTapia et al, 2009. However, empirical studies investigating the effect of BE and CSR on VD have proved mixed results, mostly because of the different meaning about ethics and responsibility in each institutional and cultural context.

What determines MNC subsidiary performance? Evidence from China

The most obvious explanation is that this type of subsidiary just does not occur in Spain, whose economy has developed and industrialised rapidly since the end of the Franco regime and the accession to the European Community EC. Along this line of inquiry, we identified and tested several factors that are expected to account for the adoption of HPWS in foreign subsidiaries in light of institutional theory and alignment theory.

Factors Affecting the Adoption of High Performance Work Systems in Foreign Subsidiaries: an Empirical Investigation in Hong Kong

The current study aims to combat this diversity and its consequences in terms of value creation, analyzing more specifically the potential effect of BE and CSR on the VD of IC.

Composing the top management team in the international subsidiary: Qualitative evidence on international staffing in U.S. MNCs in the Republic of Ireland

While accepting that subsidiaries could, in theory, be located in all four quadrants of their model, the authors posit only three classifications in the strategy space: active subsidiaries are highly integrated and highly responsive, autonomous subsidiaries are highly responsive but have low integration, while receptive subsidiaries have low responsiveness but are highly integrated see Figure 2.

International marketing decision governance, standardisation, and performance A framework in the cross-market scenario, European Journal of Marketing

With regard to future research directions, it is desirable to conduct longitudinal studies with multiple informants that can deal with the issues of causality and common method bias. To make the best use of HPWS, they need to keep an eye on the dynamic environments internal and external to the MNCs. In this research, the Ethisphere Quotient developed by the Ethisphere Institute has been adopted to measure the BE of the firms, as result of an investigation that consists of a series of multiple-choice questions that count the company's ethical performance.

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