

How to be a successful global manager in a contemporary multi-national corporation.

Oxford Brookes University - The Impact of Multinational Corporations



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Multinational Corporation: Meaning, Definition, Types, Concept, Characteristics

Managers must have the skill to spark positive energy in people who come from different parts of the world -- and excite them.

Cultural Understanding and Global Thinking in Business

An understanding and sensitivity to cultural diversity 2.

Factors That Influence Multinational Companies (Mnacs)

Availability of Capital : The fact that MNCs have access to capital markets, has been advocated as another reason why firms themselves move abroad. Similarly, the Government may deny permission in specific cases.

Cultural Understanding and Global Thinking in Business

It is also a special kind of arrangement by which an affiliate working in the host country produces or markets the products of a multinational corporation after obtaining a license from it. Movement of organisation from one region to another region and from one country to another country actually governed by the viable opportunities available in that particular region or country. Lobbying : Multinational corporate lobbying is directed at a range of business concerns, from tariff structures to environmental regulations.

Multinational Corporation: Meaning, Definition, Types, Concept, Characteristics

The aggressive use of schemes, and , allows multinational corporations to gain competitive advantages over. According to a survey conducted in the recent past, foreign direct investment has increased rapidly in the past two decades as multinational corporations expand to global markets in different parts of the world. Therefore, multinationals have money power, muscle power, managerial power, technology power and political power through which they influence many economies in the world.

Cultural Understanding and Global Thinking in Business

Their rapid growth is a direct result of being able to use the internet, cheaper telephony and lower traveling costs to create unique business opportunities.

Cultural Understanding and Global Thinking in Business

However, a common denominator is that we need to rethink the way we do business. Internet tools like Google, Yahoo, MSN, Ebay and Amazon make it easier for the micro-multinationals to reach potential customers in other countries. However, the scenario changed during the financial liberalization of the country, especially after 1991.

Pros and Cons of Standardization of Business Operations for Assignment

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