

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

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



## Description: -

International business enterprises -- Ireland -- Marketing factors which influence the degree of standardisation in marketing programmes of MNC subsidiaries in Ireland - an empirical investigation

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

Notes: Thesis (M.B.A.) - University College Dublin, 1995.

This edition was published in 1995



Filesize: 43.73 MB

Tags: #Determinants #of#autonomy #in #multinational #corporation #subsidiaries

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

Fourth, active and receptive subsidiaries, on average, export a higher proportion of sales than autonomous and quiescent subsidiaries, but the difference is significant only in the case of receptive and quiescent. Table 2 reports the results of regression analyses on the extent of HPWS adoption in our sample firms.

## Performance consequences of marketing standardization/adaptation: A systematic literature review and future research agenda

Hence, IC-VD may stand as an evidence of ethical and socially responsible behaviors. The maximum pair-wise value in the current investigation is 0. Only one variable, North American origin, was significant in the model.

## Marketing program standardization: A cross

Third, the effective use of HPWS can create and develop organisational capabilities, which make MNCs more competitive, innovative, and flexible in the global dynamic market Pfeffer, 1998; Lawler et al, 2000.

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

Principal offices are located in Los Angeles, London, New Delhi, Singapore, Washington DC and Melbourne.

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

The mean values suggest further support for RQ2, and this is borne out by the results of the Duncan multiple range test.

### **Evaluation of the integration**

Based on the two analyses above, we believe that common method bias should not pose a serious threat in this study. In the empirical model under analysis, to test and , two explanatory variables are naturally the most relevant, namely, BE and CSR.

### **Performance consequences of marketing standardization/adaptation: A systematic literature review and future research agenda**

This raises three questions: why is this strategy type not included in the model of Jarillo and Martinez; what are the implications of the quiescent subsidiary type; and what future role is there for a quiescent subsidiary? Variable 11 is concerned with the heterogeneity of the executive group, and a high need for local responsiveness will be reflected in a variegated management team that is not constricted by a uniform corporate culture operating throughout the MNC; in this case, the executive group is much more likely to respond rapidly and positively to local market stimuli even if-- lacking the required degree of autonomy -- they have to seek the co-operation of regional or global HQ. Manuscript received March 1996, revised July 1996, revised September 1996, revised January 1997.

### **Standardisation, centralisation and marketing in multinational companies**

Table 3 gives a summary of characteristics of the four clusters of subsidiaries, adding to the evidence of a positive response to RQ1.

## Related Books

- [Pravoslavie i iskusstvo - opyt bibliograficheskogo issledovaniia](#)
- [Talk Portuguese \(Talk Short Language Course\)](#)
- [Innovationsmanagement in multinationalen Unternehmen](#)
- [New-comprehensive english-spanish dictionary = - nuevo diccionario general ingles-espanol](#)
- [Fixed ecstasy - Joan Miró in the 1920s](#)