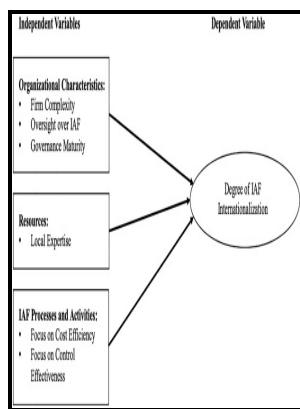


# Factors which influence the degree of standardisation in marketing programmes of MNC subsidiaries in Ireland - an empirical investigation

University College Dublin - Determinants of autonomy in multinational corporation subsidiaries



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- International business enterprises -- Ireland -- Marketing 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**

Market and consumer similarities are significant predictors of standardization in European firms.

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

Second, we found that strategic HRM orientation was positively related to the adoption of HPWS. The key characteristics of these firms are shown in Table 1. The pursuit of both internal and external alignment may further drive MNCs to utilise HPWS in their foreign subsidiaries.

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

Only one variable, North American origin, was significant in the model. Analyses Since the same respondents provide all the information about the independent and dependent variables, we acknowledge that our study might be affected by common method bias. A two-item scale adopted from Lui et al 2004 was used to measure mimetic HRM orientation.

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

We attempt to provide our employees with job security. Hypothesis 3: Strategic HRM orientation is positively related to the adoption of HPWS in foreign subsidiaries. Hence, IC-VD may stand as an evidence of ethical and socially responsible behaviors.

**Evaluation of the integration**

This new scale has an alpha coefficient of 0. We thus hypothesize that: 2011 IJES VOL 19 NO 2 Page 6 Factors Affecting the Adoption of High Performance Work Systems in Foreign Subsidiaries: An empirical investigation in Hong Kong Hypothesis 1: The mimetic HRM orientation is positively related to the adoption of HPWS in foreign subsidiaries.

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

Measurement items of High Performance Work Systems 1. Nevertheless, the commitment of the company in the activities of social responsibility, also when impacting IC-VD, is an asset that improves the confidence of investors in the business in the long run. Table 2 reports the results of regression analyses on the extent of HPWS adoption in our sample firms.

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

Hedlund 1981 was among the first to recognise the key role of integration, particularly when related to the degree of subsidiary autonomy. From one side, have found that companies that need to pursue a strategy of VD of IC are brought to value CSR, and this should be positively interpreted by the various stakeholders. .

### **The effects of business ethics and corporate social responsibility on intellectual capital voluntary disclosure**

This finding may help attenuating the asymmetry of information and the conflict of interest potentially arising with corporate partners. A response rate of 52% enabled the researchers to conclude that standardisation is usually consistent across products and services within any one firm and, more surprisingly, that standardisation and centralisation are not correlated at the firm level, suggesting a review of a fundamental assumption made in the literature on multinational companies.

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