Multinational Enterprise Management Strategies in Developing Countries

Part of the Advances in Logistics, Operations, and Management Science Book Series

Mohammad Ayub Khan (Monterrey Institute of Technology and Higher Education, Mexico)

Description:

In contemporary economies, businesses must consistently make strides to remain competitive and profitable at both national and international levels. Unlike in the developed world, corporations in developing nations face a different set of challenges for achieving growth.

Multinational Enterprise Management Strategies in Developing Countries is an authoritative reference source for the latest scholarly research on diverse opportunities and obstacles facing multinational corporations in emerging economies. Highlights innovative perspectives and real-world examples.

Readers:

This book is ideally designed for researchers, practitioners, upper-level students, and industry professionals interested in management approaches for achieving success in international corporations.


Topics Covered:

- Diplomacy and International Relations
- Environmental Considerations
- Ethical Challenges
- Institutional Leadership
- Performance Measurement
- Supply Chain Management
- Technology Usage

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Table of Contents

Chapter 1
MNEs Management Strategies in Developing Countries: Establishing the Context
Mohammad Ayub Khan, Tecnológico de Monterrey, México

Chapter 2
Strategic Options for MNEs Operating in Developing Countries
Andreas Hartmann, Tecnológico de Monterrey, México

Chapter 3
Strategies for Enhancing the Competitiveness of MNEs
Neeta Baporikar, HP-GSB, Namibia & Doctoral Guide, University of Pune, India

Chapter 4
Ethical and Social Challenges: Ethics is Profitable, No-ethics Is Punishable
Francisco Espinoza, Tecnológico de Monterrey, México

Chapter 5
Measuring Multinational Enterprise Marketing Performance
Donald E. Sexton, Columbia University, USA.

Chapter 6
The Use of Technology in Organizations
Jorge Ramirez, EGADE Business School, Tecnologico de Monterrey, Mexico

Chapter 7
Operational Approaches in Organizational Design: a Case for MNEs in Emerging Markets
Mohammad Ayub Khan, Tecnológico de Monterrey, México, Ekaterina Parini, Chelyabinsk State University, Russia

Chapter 8
Emerging MNEs Successfully Operating in International Markets: Cases of some Mexican MNEs
Osmar Hazael Zavaleta-Vazquez EGADE Business School, Tecnologico de Monterrey, México
Jorge Alberto Wise-Lozano, CETYS, México

Chapter 9
On the Relationship between Informal and Formal Institutions, Foreign Direct Investment and Innovation in Emerging Markets: The Case of Russia, India and China, 1990-2014
Nataliya Smith, Heelstone Consulting Ltd, UK
Ekaterina Thomas, Staffordshire University, UK

Chapter 10
Exploring the Social Impact of Foreign Direct Investment on Institutional Change: The Case of Russia

Natalya Smith, Heelstone Consulting Ltd., UK
Ekaterina Thomas, Staffordshire University, UK

Chapter 11
The Gothenburg IV (G4) Model and the Function of Language in the Globalization Process of the Firm: the Case of Swedish MNEs
Cheryl Marie Cordeiro, University of Gothenburg, Sweden

Chapter 12
Chinese Wisdom-World Quality: A Visual Semiotic Analysis of China’s ‘Zou Xiang Shi Jie’ (Going Global)
Cheryl Marie Cordeiro, University of Gothenburg, Sweden

Chapter 13
Social Capital Management Challenges: Thailand
Scott Hipsher, Naresuan University, Thailand

Chapter 14
Managing National Competitive Disadvantages: Thailand
Scott Hipsher, Naresuan University, Thailand

Chapter 15
International Business Diplomacy: Lessons from Latin America
Francisco Javier Valderrey, Tecnologico de Monterrey, México

Chapter 16
Institutional Leadership and Governance: The African Perspective
Munitala Awodun, Kwara State University, Malete, Nigeria

Chapter 17
Operational Structure of Multinational Enterprises in Africa
Edet E. Okon, University of Uyo, Nigeria

Chapter 18
Multinational Enterprises and African Economy
Edet E. Okon, University of Uyo, Nigeria

Chapter 19
Standards Certifications and its Influence on Exports Performance: Evidence from the processed food industry in Colombia
Cristina Robledo-Ardila, Universidad EAFIT, Colombia
Sara Aguilar-Barrientos, Universidad EAFIT, Colombia
Kelly Gonzalez-Tapias, Universidad EAFIT, Colombia
Ana-Maria Gomez-Trujillo, Universidad EAFIT, Colombia
Camila Uribe-Villa, Universidad EAFIT, Colombia

Chapter 20
Social Capital Management Challenges in Malaysia
Shankar Chelliah, Universiti Sains Malaysia, Georgetown, Penang, Malaysia
Ms. Ming Huoy Lee, Universiti Sains Malaysia, Georgetown, Penang, Malaysia

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