This volume assesses the situation for multinationals at the beginning of the 1990s, bringing together contributions from academics recognized as world leaders in the field and from practitioners with wide experience in international management. Drawing on perspectives from Europe, the USA and Japan, the contributors outline the shape of the global firm of the future. They focus squarely on the development of the corporation as a whole, rather than on the narrow management of individual foreign subsidiaries, and
they also explore the specific implications for areas such as strategic planning systems, financial management, information systems and R&D management. First published in 1996. Routledge is an imprint of Taylor & Francis, an informa company. Globalization, information and communication technologies, and the millennials who have entered the workforce, compelled corporations to change their resistant and defensive approaches to diversity and to proactively address differences. Companies determined that embracing diversity positively impacts their bottom line, as a result of the variety of perspectives and skills that derive from fostering a diverse workforce. To date, the majority of the studies in the business and communication fields shed light on diversity engagement in the US and leave room for the further exploration of how diversity is construed and approached in international milieus. There is a paucity of recent studies on diversity engagement in the US and the topic requires current investigation of the newest corporate engagement in diversity. Diversity in Multinational Corporations aims to address the two gaps in the literature. For this purpose, the book analyzes the diversity approaches of twenty-eight US companies from ten industries to develop a theoretical framework whose practical application enables companies to make significant contributions to the environments in which they operate. The framework addresses the present challenges that American corporations face in their diversity engagement, namely low employee engagement and "diversity fatigue," and proposes the implementation of a new social responsibility approach, whose aim is to address inequality at a global scale by adaption to the local environment and less focus on immediate business benefits. Finally, because the book discusses diversity engagement in global business environments, its results can be applied by international companies that operate at a global scale. How multinationals contribute, or don’t, to global prosperity Globalization and multinational corporations have long seemed partners in the enterprise of economic growth: globalization-led prosperity was the goal, and giant corporations spanning the globe would help achieve it. In recent years, however, the notion that all economies, both developed and developing, can prosper from globalization has been called into question by political figures and has fueled a populist backlash around the world against globalization and the corporations that made it possible. In an effort to elevate the sometimes contentious public debate over the conduct and operation
of multinational corporations, this edited volume examines key questions about their role, both in their home countries and in the rest of the world where they do business. Is their multinational nature an essential driver of their profits? Do U.S. and European multinationals contribute to home country employment? Do multinational firms exploit foreign workers? How do multinationals influence foreign policy? How will the rise of the digital economy and digital trade in services affect multinationals? In addressing these and similar questions, the book also examines the role that multinational corporations play in the outcomes that policymakers care about most: economic growth, jobs, inequality, and tax fairness. Depending on one's point of view, multinational enterprises are either the heroes or the villains of the globalized economy. Governments compete fiercely for foreign direct investment by such companies, but complain when firms go global and move their activities elsewhere. Multinationals are seen by some as threats to national identities and wealth and are accused of riding roughshod over national laws and of exploiting cheap labor. However, the debate on these companies and foreign direct investment is rarely grounded on sound economic arguments. This book brings clarity to the debate. With the contribution of other leading experts, Giorgio Barba Navaretti and Anthony Venables assess the determinants of multinationals' actions, investigating why their activity has expanded so rapidly, and why some countries have seen more such activity than others. They analyze their effects on countries that are recipients of inward investments, and on those countries that see multinational firms moving jobs abroad. The arguments are made using modern advances in economic analysis, a case study, and by drawing on the extensive empirical literature that assesses the determinants and consequences of activity by multinationals. The treatment is rigorous, yet accessible to all readers with a background in economics, whether students or professionals. Drawing out policy implications, the authors conclude that multinational enterprises are generally a force for the promotion of prosperity in the world economy. “In the future there will be two kinds of corporations; those that go global, and those that go bankrupt.” C. Michael Armstrong, CEO, AT&T Of the 100 largest economies in the world, 53 are corporations. A handful of corporate giants control most of the world's energy, technology, food, banks, industry, and media. Yet despite the ubiquity of enormous multinationals and their tremendous economic,
social, political, and environmental presence in the world, the history and character of corporate entities remains largely unknown, daunting, and inaccessible to the general public. Global, Inc. is an atlas that charts this new, multinational geography. It features an extraordinary series of specially commissioned full-color maps that make clear the tremendous and surprising reach of individual corporations such as General Motors, Toyota, IBM, AT&T, Microsoft, British Petroleum, and AOL Time Warner, as they have spread out across the globe. Colorful explanatory charts and graphs help illustrate, among other phenomena, the meteoric rise of today's MNCs: from the opening up of ancient trade routes and the early colonization companies of the 17th through 19th centuries, to the international trade flows and cross-border mergers and acquisitions of today's modern multinationals. The product of several years of collaborative research by leading historians and geographers, Global, Inc. is the first book to examine multinational corporations from a truly global perspective and in atlas format. Impartial, accessible, and endlessly engrossing, Global, Inc. offers a penetrating look at one of the most powerful phenomena on the planet in the twenty-first century.Critics and defenders of multinational corporations often agree on at least one thing: that the activities of multinationals are creating an overwhelmingly powerful global market that is quickly rendering national borders obsolete. The authors of this book, however, argue that such expectations commonly rest on a myth. They examine key activities of multinational corporations in the United States, Japan, and Europe and explore the relationship between corporate behavior and national institutions and cultures. They demonstrate that the world's leading multinationals continue to be shaped decisively by the policies and values of their home countries and that their core operations are not converging to create a seamless global market. With a wealth of fresh evidence, the authors show that Japanese and German multinationals, in particular, remain only weakly committed to laissez-faire policy orientations and continue to exhibit strong allegiance to national goals in such areas as investment and employment. They also bring to light the consequences of enduring differences in government policies on, for example, industrial cartels, capital markets, and research and development. The authors agree that the world economy is becoming more complex and integrated as overt barriers to trade and investment fall away. But they conclude that the extent of this integration is decisively limited.
by structural divergence at the level of the firm. The book will be essential reading for those seeking to understand the growing interdependence of still-distinctive industrial societies and the wellsprings of the true global economy. This book brings together papers written by representatives from UN agencies and academics who take a fresh look at the expanding role of transnational corporations and foreign direct investment in the world economy. These papers deal with such issues as the nature and extent of globalisation, the shifting relations between transnational corporations and national economies, and the opportunities and obstacles facing policymakers in the rapidly changing global economy. Chinese multinationals have grown in size and increased their global presence dramatically over the last decade. They have emerged as formidable competitors for western incumbents. These firms have instigated profound changes, such as displaced trade and investment flows, new business models, and the emergence of a new geography of global innovation. In a single volume, The Era of Chinese Multinationals captures the forces driving the disruptive growth of Chinese multinational corporations. Following a presentation of the surge of Chinese companies, the book turns to corporate characteristics of those firms and how they compare with western multinationals in terms of revenues, profits, branding, and business strategy. The book uses data and case studies to depict the relevant issues with the goal of providing insights to global executives on collaborating and competing with Chinese companies. Covers the Chinese government’s expansionist policies and Chinese firms’ new role as a global acquirer of companies Examines common characteristics of Chinese companies and their efforts to make China an innovation hub Illustrates its analysis with case studies and interviews with corporate executives and experts in multilateral institutions Hundreds of millions of people in China, India, Indonesia, and Brazil are eager to enter the marketplace. Yet multinational companies typically pitch their products to emerging markets’ tiny segment of affluent buyers, and thus miss out on much larger markets further down the socioeconomic pyramid— which local rivals snap up. By applying the authors’ recommendations, you can position yourself to compete innovatively in developing countries—and to unlock major new sources of revenue for your business. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers
you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world. The tax rules of the United States and other countries have intended and unintended effects on the operations of multinational corporations, influencing everything from the formation and allocation of capital to competitive strategies. The growing importance of international business has led economists to reconsider whether current systems of taxing international income are viable in a world of significant capital market integration and global commercial competition.

In an attempt to quantify the effect of tax policy on international investment choices, this volume presents in-depth analyses of the interaction of international tax rules and the investment decisions of multinational enterprises. Ten papers assess the role played by multinational firms and their investment in the U.S. economy and the design of international tax rules for multinational investment; analyze channels through which international tax rules affect the costs of international business activities; and examine ways in which international tax rules affect financing decisions of multinational firms. As a group, the papers demonstrate that international tax rules have significant effects on firms' investment and other financing decisions.

The return of the once-dormant economies of China and India to dynamism and growth is one of the most remarkable stories in recent history. The two countries are home to nearly 40 percent of the world's population, but until recently neither had played an influential role in the contemporary global economy. In the past two decades, China and India have liberalized internal economic policy, treatment of foreign investment, and trade, and have experienced economic growth at sustained high rates. From the point of view of the United States, however, the most important development in the Chinese and Indian economies in the long term may be the strides they are making in developing their own domestic innovation capacities. After a long period of underinvestment, both countries have committed to growing their science and education systems to bolster research and further economic expansion. Some observers of the recent growth have said that both countries are surging in their efforts to spur innovation; others have emphasized the potential of one country over the other; and still others have suggested that both China and India have a long way to go before achieving innovation-
driven growth. With such a range of views, The National Academies set out to describe developments in both countries, in relation to each other and the rest of the world, by organizing a conference in Washington, D.C. The conference, summarized in this volume, discussed recent changes at both the macroeconomic level and also in selected industries, and explored the causes and implications of those changes. In the increasingly global business environment of the 1990s, policymakers and executives of multinational corporations must make informed decisions based on a sound knowledge of U.S. and foreign tax policy. Written for a nontechnical audience, Taxing Multinational Corporations summarizes the up-to-the-minute research on the structure and effects of tax policies collected in The Effects of Taxation on Multinational Corporations. The book covers such practical issues as the impact of tax law on U.S. competitiveness, the volume and location of research and development spending, the extent of foreign direct investment, and the financial practices of multinational companies. In ten succinct chapters, the book documents the channels through which tax policy in the United States and abroad affects plant and equipment investments, spending on research and development, the cost of debt and equity finance, and dividend repatriations by United States subsidiaries. It also discusses the impact of U.S. firms' outbound foreign investment on domestic and foreign economies. Especially useful to nonspecialists is an appendix that summarizes current United States rules for taxing international income. The rise of multinational corporations (MNCs) from emerging markets has been a major development during the last decade. An important feature of emerging market MNCs is their close relationship with home states. The book investigates this special kind of relationship and explores how it affects the cross-border activities of these corporations. Since the bursting of Japan's bubble economy, from 1990 onwards, its multinational companies (MNCs) have faced new competitive challenges, and questions about the management practices on which they had built their initial success in global markets. Japanese engagement in the international economy has undergone a number of phases. Historically, Japanese MNCs learnt from foreign companies, frequently through strategic alliances. After the post-war 'economic miracle', Japanese manufacturers in particular converted themselves into MNCs, transferred their home-grown capabilities to overseas subsidiaries, and made an impact on the world economy. But
the period after 1990 marked declining Japanese competitiveness, and asked questions about the ability of Japanese MNCs to be more responsive and global in their strategies, organization, and capabilities. It has been argued that the established management practices of Japanese MNCs inhibited adaptation to recent demands of global competition. This volume presents new case evidence on how Japanese MNCs have responded to the new challenges of the global market place, and it provides examples of how they have transformed strategies and competitive capabilities. This book was originally published as a special issue of Asia Pacific Business Review. Multinational Corporations and Global Justice: Human Rights Obligations of a Quasi-Governmental Institution addresses the changing role and responsibilities of large multinational companies in the global political economy. This cross- and inter-disciplinary work makes innovative connections between current debates and streams of thought, bringing together global justice, human rights, and corporate responsibility. Conceiving of corporate social responsibility (CSR) from this unique perspective, author Florian Wettstein takes readers well beyond the limitations of conventional notions, which tend to focus on either beneficence or pure charity. While the call for multinationals' involvement in the solution of global problems has become stronger in recent times, few specifics have been laid down regarding how to hold those institutions accountable in the global arena. This text attempts to work out the normative basis underlying the responsibilities of multinational corporations—thereby filling a crucial void in the literature and marking a milestone in the CSR debate. Foreign direct investment (FDI) and multinational corporations (MNCs)--for better and worse--play a large and growing role in shaping our world. The integrating thesis of this book is the inevitability of heterogeneity in FDI and MNCs and, accordingly, the imperative of disaggregation. Large companies doing business on a global basis increasingly dominate the production and marketing of the world's goods and services. The importance of these companies continues to grow while the debate about their nature and effects remains mired in a long-standing stalemate couched in strong black and white terms. Stephen D. Cohen seeks to reconcile this impasse by analyzing multinational corporations and foreign direct investment in an eclectic, nuanced manner. The core thesis is that an accurate understanding of the nature and impact of these phenomena comes from acknowledging the dominance of heterogeneity,
perceptions, and ambiguity and the paucity of universal truths. This approach should contribute significantly to both a better academic understanding and a more productive policy debate of an increasingly important element of the world economy. In order for foreign direct investment to have deep and lasting positive effects on host countries, it is essential that multinational corporations have close direct and indirect interaction with local firms. A valuable addition to the emerging literature on multinational-local firm interfaces, this book provides a number of case studies from emerging economies that examine such mutually beneficial business relationships and the policy measures necessary to support them. A ground-breaking 2005 exploration of multinational corporations that differs from other books on the subject by offering the reader a totally global perspective of multinationals without portraying them simply as economic entities. Written by experts on various aspects of the history, development, cultural and social implications of the multinational corporation, the book paints a compelling and coherent picture of the way these businesses affect almost all areas of our existence. As we might expect, the multinational company is shown to play a major role in the globalization that is reshaping so much of our lives. Describes and assesses the current operations and future plans of the global corporations and their managers, their crucial role in dominating the world economy, and their impact on individuals and governments. This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader’s understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management. Business diplomacy involves developing strategies for long-term, positive relationship building with governments, local communities, and interest groups, aiming to establish and sustain legitimacy and to mitigate the risks arising from all non-commercial or exogenous
factors in the global business environment. This book provides a detailed look at the birth, growth and expansion of African Multinational Enterprises (AMNEs). Specifically, it explores the historical, ideological, political and macroeconomic forces that shaped modern-day Africa and the role they play in fostering the emergence and growth of AMNEs. It also examines some of the challenges these enterprises have faced in this venture including poor infrastructure, deficient supply chains, and opaque institutional and regulatory frameworks and the innovative ways by which they overcame them. In this way, this book provides practitioners and students with not only a detailed insight into AMNEs but also their potential competitive advantage in the international business stage. This collection of essays addresses the vital question of how much the theory of direct foreign investment - developed a decade ago before many drastic changes took place on the international economic scene - still holds. Grouped in five major sections, they cover The Theory of Direct Foreign Investment; Industrial Organization and International Markets; Country Studies; International Finance; and Implications for the United States. Charles P. Kindleberger is Ford International Professor of Economics, Emeritus, at MIT. David B. Audretsch is Assistant Professor of Economics at Middlebury College. This book examines the Indian operations of five multinational organisations from three different cultural zones - one British, one American, two Scandinavian and two from the Pacific rim (Japan and South Korea). A comparative analysis shows. This book (1st edition published in June 2020) examines the factors behind the growth of transnational corporations (TNCs) and multinational corporations (MNCs), and how they have become a major force in the increasing interdependence of national economies through their role in international trade, investment and capital. TNCs & MNCs have undoubtedly become key players in the process of globalisation, and vital to the economic development of emerging economies during recent decades. Yet, the geography of their ownership is also changing. The domination of the USA and Europe, as home to the world's largest companies is being challenged by the emergence of powerful corporations from the newly industrialised countries of Asia, particularly South Korea, India and China. The activities of TNCs & MNCs inevitably lead to significant economic, social and environmental consequences for their host countries, as well as on their own country of origin. Both positive and negative impacts are
assessed, while case studies of Apple, BP and Dyson provide additional detailed examination of the characteristics, spatial organisation, growth and impacts of three global corporations. Although they differ in their history and geographical origins, product lines and scale of operations, they share a number of common features with each other, particularly in how their growth has facilitated and exploited the opportunities arising from the process of globalisation. Nevertheless, TNCs & MNCs are not all-powerful. They too can be affected by global events outside their control, illustrated most recently by the economic fallout from worldwide lockdowns. History also suggests that, in the battle for power and influence over economies, large corporations are frequently vulnerable to unpredictable decisions from governments; including sudden tax rises, the removal of 'licences' or even the expropriation of their assets.

Chapters:
- Characteristics & Spatial Organisation of TNCs/MNCs
- Reasons for the Growth of TNCs/MNCs
- Impacts of TNCs/MNCs on Host Countries
- Impacts of TNCs/MNCs on the Country of Origin
- Role of TNCs/MNCs & Nation States in Globalisation
- Case Study of Apple Inc.
- Case Study of BP plc
- Case Study of Dyson Ltd.

Numerous discussion questions and multiple-choice review questions are included, along with graphs and photos, to create a more interactive and educational experience for the reader. It will be of relevance to A Level and IB Geography teachers and students, as well as anyone with an interest in the nature and impacts of transnational & multinational corporations, and their role in the global economy.

This book investigates governance practiced by non-state actors. It analyses how multinational mining companies protect their sites in fragile contexts and what that tells us about political ordering 'beyond' the state. Based on extensive primary research in the Democratic Republic of Congo, South Africa, Europe and North America, the book compares companies' political role in the 19th and 21st centuries. It demonstrates that despite a number of disturbing parallels, many contemporary practices are not a reversion to the past but unique to the present. The book discloses hybrid security practices with highly ambiguous effects around the sites of contemporary companies that have committed to norms of corporate social and security responsibility. Companies invest in local communities, and offer human rights training to security forces alongside coercive techniques of fortress protection, and stability-oriented clientele practice and arrangements of indirect rule. The book traces this hybridity back to
contradictory collective meaning systems that cross borders and structure the perceptions and choices of company managers, private security officers, NGO collaborators and others practitioners. The book argues that hybrid security practices are not the result of an encounter between a supposed ‘local’ with the liberal ‘global’. Instead, this hybridity is inherent in the transnational and part and parcel of liberal transnational governance. Therefore, more critical reflection of global governance in practice is required. These issues are sharply pertinent to liberal peacebuilding as well as global governance more broadly. The book will be of interest to anyone interested in business, politics and human rights; critical security studies; peacebuilding and statebuilding; African politics; and ethnographic and sociological approaches to global governance and international relations more generally.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. This is the first full account of how an influential form of commercial organization - the multinational enterprise - drove globalization and contributed to the making of the modern world. Robert Fitzgerald explores the major role of multinational enterprises in the events of world history, from the nineteenth century to the present, revealing how the growth of businesses that operated across borders contributed to an unprecedented worldwide transformation and deepening interdependence between countries. He demonstrates how international businesses shaped the economic development and competitiveness of nations, their politics and sovereignty, and the balance of power in international relations. The Rise of the Global Company uses the lessons of history to question prominent contemporary interpretations of multinationals and their consequences, and offers a truly wide-ranging survey of multinational enterprise, spanning two hundred years and five continents. Thoroughly updated and substantially extended, this internationally successful text explores transnational corporations (TNCs), their activities and effects, as well as the theories
developed to explain them. Key features of this edition: * A unique critical analysis of all the theories of TNCs in their historical development with insightful and original commentaries on each of them, now extended to cover network theory and dynamic capabilities theory* Clear exposition of concepts on the evolution and the activities of TNCs * Analysis of effects of TNCs' activities on: innovation; labour; trade; balance of payments and the fiscal revenue of countries* A unique contribution to the history of economic thought on the TNC* Summary boxes as well as suggestions for further reading within each chapter give opportunities for discussion and extended learning.Ideal for advanced bachelors, masters and doctorates courses in international business, economics, international relations, globalization and economic geography as well as the history of economic thought, Transnational Corporations and International Production is an essential text for appreciating the evolution, explanations and impact of TNCs in a globalized world. This volume covers a range of on-going and newly emerging debates in the study of multinational companies (MNCs). A key aim is to consolidate and make available in one place new conceptual, methodological and critical MNC research. Critical stage in the UK. This work presents case-studies of the emergence and evolution of Multinational Corporations (MNCs) based in eleven developed and developing countries of widely divergent patterns of national development. From this analysis, Tolentino develops a comprehensive theory of the emergence and evolution of MNCs from a macroeconomic perspective. Invaluable to students and those approaching the subject for the first time, An Introduction to International Relations, Second Edition provides a comprehensive and stimulating introduction to international relations, its traditions and its changing nature in an era of globalisation. Thoroughly revised and updated, it features chapters written by a range of experts from around the world. It presents a global perspective on the theories, history, developments and debates that shape this dynamic discipline and contemporary world politics. Now in full colour and accompanied by a password-protected companion website featuring additional chapters and case studies, this is the indispensable guide to the study of international relations. This authoritative book examines the power of multinational corporations (MNCs) to exert influence in global politics. Focusing on the actions and motivations of MNCs, it explores how they attempt to shape the political issues that affect them. This book was first
published in 2011. The current financial and economic crisis has negatively underlined the vital role of multinational companies (MNCs) in our daily lives. The breakdown and crisis of flagship MNCs, such as Enron, WorldCom, Lehman Brothers, Toyota and General Motors, does not merely reveal the problems of corporate malfeasance and market dysfunction. It also raises important questions, both for the public and the academic community, about the use and misuse of power by MNCs in the wider society, as well as the exercise of power by key actors within internationally operating firms. This book examines how issues of power and politics affect MNCs at three different levels: the macro-level, the meso-level and the micro-level. This wide-ranging analysis shows not only that power matters but also how and why it matters, pointing to the political interactions of key power holders and actors within the MNC, both managers and employees.

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