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The Multinationals

Mauro F. Guillén



The Multinationals:

Storm Over the Multinationals Raymond Vernon, 1977 Monograph presenting a critical analysis of the situation and image of multinational enterprises investigates their economic and political behaviour both in developed countries and developing countries together with the respective national level goals and considers enterprise strategies in the light of technology and stabilization entropy Bibliography pp 219 to 251 graphs and statistical tables **An Introduction to the Multinationals** Margaret Allen, Michel Ghertman, trans Christina Laporte, 1984-02-23 *The Multinationals: The View From Europe, Munich: 1975, (report on the Seventh Meeting of the Members of Congress and of the European Parliament, April 1975), September 1975* United States. Congress. House. Committee on International Relations, 1975 The Multinationals Christopher Tugendhat, 1971 Monograph on the economic implications of the rapid growth of multinational enterprises with particular reference to the USA and Western Europe covers political aspects planning economic relations trade financing mergers foreign investment foreign exchange foreign ownership trade union problems etc and suggests that government policy measures should be taken to accumulate information about those companies which are important to their economies Bibliography pp 226 to 228 references and statistical tables *The Multinational Enterprise* Peter J. Buckley, 1989-06-18 These papers provide an integrated treatment of the theory with its applications for industrial sectors regions and international business policy The theory is applied to smaller firms to co operative agreements between firms and to exports in the strategy of large multinational firms **Micropolitics in the Multinational Corporation** Florian A. A. Becker-Ritterspach, Susanne Blazejewski, Christoph Dörrenbächer, Mike Geppert, 2016-05-26 This book offers the first comprehensive discussion of the foundations applications and new directions of politics perspectives in MNCs **The Role of Multinational Companies in the Middle East** Mamarinta P. Mababaya, 2002 This study investigated whether known economic and international business theories available in the literature are meaningful enough to explain the nature existence and role of multinational companies MNCs in the Middle East particularly Saudi Arabia Two sets of questionnaires were distributed in major cities of Saudi Arabia one set for 100 multinational managers and another for 280 multinational customers 234 questionnaires were collected 45 from multinational managers and 189 from customers This represents a total response rate of 62 percent which is adequate for this study The empirical results supported with comprehensive secondary data confirmed virtually all of the research hypotheses The study found that joint ventures are the dominant form of multinational business in Saudi Arabia both in manufacturing and service industries The core roles of MNCs in the Saudi foreign ventures are evident in the cross border value adding activities of marketing trading manufacturing consulting contracting project management insurance hotel operation and banking Likewise MNCs provide licensing franchising financing services and various auxiliary roles in the Kingdom Therefore the multinationality of a firm or a group of firms operating across national boundaries is not necessarily synonymous with international production the main subject of

contemporary multinational theories The respondents generally perceived the competitiveness of MNCs operating in Saudi Arabia as a function of a number of economic management marketing technological and other variables They also perceived the contributions of MNCs to the Kingdom's socio economic developments as significant and positive The study also found that understanding Islamic values and ethics is important for MNCs In this regard the researcher looked at some objective indicators of business success and related them to selected measures of MNCs local cultural awareness and responsiveness The results indicate that the business success of multinationals operating in Saudi Arabia is positively related to their local cultural awareness and responsiveness Along this line this study covers some vital elements of Islamic culture which will help MNCs understand further the cultural needs values and sensitivities of the Saudi people and Muslims in general **The**

Taxation of Multinational Corporations Joel Slemrod, 2012-12-06 The six papers in this volume represent state of the art empirical and conceptual research on various aspects of the taxation of multinational corporations They were commissioned for and presented at a conference organized by Price Waterhouse LLP on behalf of the International Tax Policy Forum held in Washington DC in March 1994 The first four papers were originally published in the May 1995 issue of International Tax and Public Finance The Slemrod paper appeared in the Policy Watch Section of the November 1995 issue of that journal The foregoing papers were subject to the normal refereeing procedures of the journal and the summaries that follow are drawn from there The Leamer paper has not been previously published Altshuler and Mintz examine one aspect of the 1986 U S Tax Reform Act the change in the rules for the allocation of interest expense between domestic U S and foreign source income In the absence of rules a parent with excess credits could reduce U S tax liability by allocating interest expense toward itself thus reducing its taxable domestic income without any compensating increase in either the U S tax due on foreign source income or the foreign tax due which is independent of U S rules *The Might of the Multinationals* Alexandr

Rubner, 1990-07-26 Drawing upon his three decades of experience as a corporate economist including 17 years as a senior economist with Business International Corporation Alex Rubner here offers an incisive study of the multinational corporation as its fortunes have waxed and waned over the years The author traces the evolution of the modern multinational corporation and the popular academic and governmental sentiments associated with it arguing that the transnational corporate entity is far from the all powerful supranational giant many have envisioned In contrast Rubner shows the modern multinational is a fragile strife ridden business operation often with significantly lower profit margins than smaller local or regional firms Written for both international business scholars and lay readers interested in business matters *The Might of the Multinationals* provides a compelling look at the real and imagined power of the world's largest and most well known corporations Following an introductory chapter which sets the stage for the discussions that follow the author addresses the concepts of the multinational company as formulated by idealistic advocates and vehement adversaries Rubner shows that populist perceptions of the power of multinationals are of relatively recent vintage and derive from a variety of sources

including religious and trade union leaders politicians businessmen and academic theorists The second section explores the actual day to day realities that govern the operation of multinationals and examines such issues as the inhospitability of host countries the inability of large bureaucratic organizations to react quickly to changing conditions and the hypersensitivity of multinationals Finally Rubner looks to the future evaluating the revised strategies of Western multinationals regarding overseas investments He concludes that the power of the major transnationals is diminishing along with the legends that gave birth to that perception

The Limits of Convergence Mauro F. Guillén, 2003-08-03 This book challenges the widely accepted notion that globalization encourages economic convergence and by extension cultural homogenization across national borders A systematic comparison of organizational change in Argentina South Korea and Spain since 1950 finds that global competition forces countries to exploit their distinctive strengths resulting in unique development trajectories Analyzing the social political and economic conditions underpinning the rise of various organizational forms Guillén shows that business groups small enterprises and foreign multinationals play different economic roles depending on a country's path to development Business groups thrive when there is foreign trade and investment protectionism and are best suited to undertake large scale capital intensive activities such as automobile assembly and construction Their growth and diversification come at the expense of smaller firms and foreign multinationals In contrast small and medium enterprises are best fitted to compete in knowledge intensive activities such as component manufacturing and branded consumer goods They prosper in the absence of restrictions on export oriented multinationals The book ends on an optimistic note by presenting evidence that it is possible though not easy for countries to break through the glass ceiling separating poor from rich It concludes that globalization encourages economic diversity and that democracy is the form of government best suited to deal with globalization's contingencies Against those who contend that the transition to markets must come before the transition to ballots Guillén argues that democratization can and should precede economic modernization This is applied economic sociology at its best broad topical full of interesting political implications and critical of the conventional wisdom

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