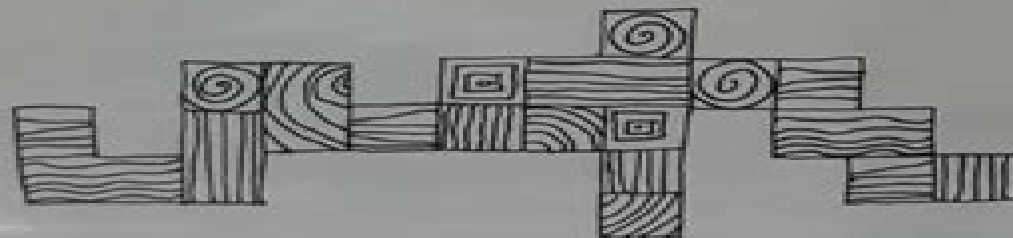


The Multinational Corporation
Its Manners, Methods and Myths

Monroe E. Spaght



The Multinational Corporation Its Manners Methods And Myths

Monroe Edward Spaght



The Multinational Corporation Its Manners Methods And Myths:

The Multinational Corporation-its Manners, Methods, and Myths Monroe Edward Spaght, 1978 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 **Labor Literature** ,1979

Labor Literature United States. Department of Labor. Library, 1979 **International Business Success in a Strange Cultural Environment** Mamarinta P. Mababaya, 2003 The book focuses on the cultural aspect of the author's published PhD thesis entitled *The Role of Multinational Companies in the Middle East The Case of Saudi Arabia* which he has carried out at the University of Westminster It explores the success of multinational enterprises doing business in Saudi Arabia vis vis their cultural awareness and responsiveness The empirical findings discussed in this book reveal that international business success in a strange cultural environment depends partly on the ability of multinational managers to understand the local culture The cultural subject in this book pertains to Islam in its entirety The findings may seem strange to many readers who are not familiar with Islamic culture in its purest form Many newcomers to Saudi Arabia especially non

Muslim foreign investors businessmen and workers often find many things strange about the Kingdom its people and cultural values Some feel it odd that many Muslims give more importance to prayer than business Some are disappointed when they find commercial establishments like shopping centres closed as Muslim workers go to the mosques to attend to their daily prayers Business visitors find strange the fact that in the midst of their meetings with their Saudi or Muslim counterparts the latter excuse themselves for prayer They have these strange feelings due to their lack of understanding of true Islamic culture The cultural aspect of this book will help businessmen and concerned institutions worldwide gain understanding of Islam and reconcile their cultural differences with the Muslim world Through this book international companies will be able to have a better understanding of authentic Islamic culture which will help them gain greater competitive advantages in the Saudi marketplace

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Routledge Library Editions: Multinationals Various Authors,2022-07-30 The volumes in this set originally published between 1955 and 1993 draw together research by leading academics in the area of multinationals and provides a rigorous examination of related key issues The volumes examine foreign investment and currency translation environmental control issues and the impact of multinationals on the British economy This set will be of particular interest to students of business studies

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Handbook of Research on Decision-Making Techniques in Financial Marketing Dinçer, Hasan,Yüksel, Serhat,2019-12-27 Consumer needs and demands are constantly changing Because of this marketing science and finance have their own concepts and theoretical backgrounds for evaluating consumer related challenges However examining the function of finance with a marketing discipline can help to better understand internal management processes and compete in today s market The Handbook of Research on Decision Making Techniques in Financial Marketing is a collection of innovative research that integrates financial and marketing functions to make better sense of the workplace environment and business related challenges Different financial challenges are taken into consideration while many of them are based on marketing theories such as agency theory product life cycle and optimal consumer experience While highlighting topics including behavioral financing corporate ethics and Islamic banking this book is ideally designed for financiers marketers financial analysts marketing strategists researchers policymakers government officials academicians students and industry professionals

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Sustainability Practices in Society 5.0 Wongmahesak, Kittisak,Wekke, Ismail Suardi,Suanpang, Pannee,2024-10-16

Business sustainability practices have become pivotal due to the growth of digital technology and human centered innovation in society 5 0 Society 5 0 aims to seamlessly integrate technological advancements with societal needs promoting a balance between economic growth environmental sustainability and social well being Embracing sustainable practices is essential for companies to meet regulatory and consumer expectations while driving innovation and securing a competitive advantage Further research is necessary to ensure businesses embrace society 5 0 for environmentally friendly plans and programs Business Sustainability Practices in Society 5 0 offers solutions for sustainable development in organizational processes as a part of society 5 0 It explores the positive effects of sustainability on economic growth social well being and environmental preservation This book covers topics such as artificial intelligence risk management and sustainable development and is a useful resource for business owners entrepreneurs human resource managers data scientists academicians and researchers

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