

International Journal of

Multinational Corporation Strategy

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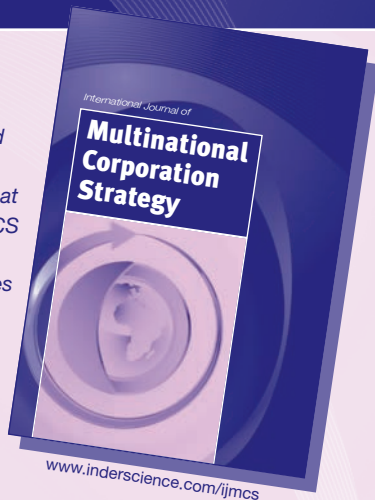
Scope of the Journal

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Scholars have long been raising the question of why multinational corporations (MNCs) invest across borders and how they maximise earnings in unfamiliar markets. In the ongoing search for solutions, scholars realise in particular that they need to grapple with appropriate MNC strategies. IJMCS provides a forum for in-depth exploration of this research area. In addition to papers in this field, IJMCS also welcomes studies focusing on local firms battling against MNCs and how the insights can inform local firms' strategies.

Topics covered include:

- Multinational corporation strategy and governance
- Global business strategy
- New international business models
- International dimensions of local firm strategy
- Multinational corporations based on emerging and developing markets
- Corporate strategies in global environments
- Multinational innovation strategy
- The strategy and organisational structure of multinational corporations
- Global trade and investment environment
- Foreign market entry strategies for multinational corporations
- Corporate social responsibility
- Knowledge management strategy
- Research methods for multinational corporation strategy
- Theories on multinational corporations and foreign direct investment



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