

International Journal of

Multinational Corporation Strategy

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Scope of the Journal

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Transforming a domestic firm into a multinational corporation (MNC) innately entails the liabilities of foreignness as firms do not exactly know the actualities of foreign business environments. International business scholars have long been raising the question of why 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.

Topics covered include:

- Multinational corporation strategy and governance
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- 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
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