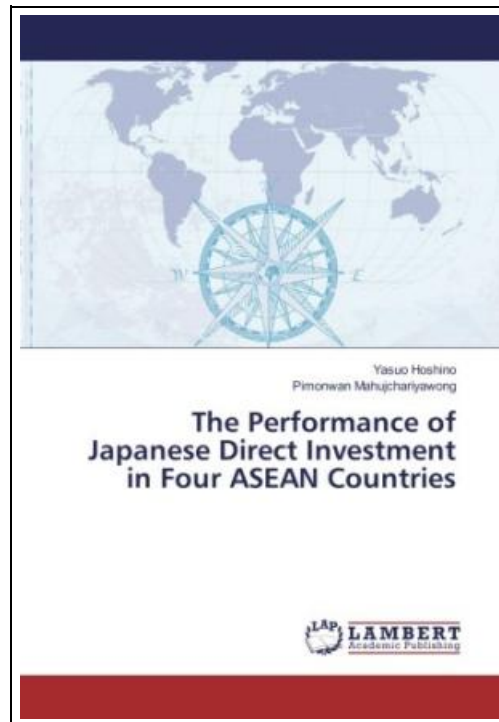


The Performance of Japanese Direct Investment in Four ASEAN Countries



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THE PERFORMANCE OF JAPANESE DIRECT INVESTMENT IN FOUR ASEAN COUNTRIES



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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The performance of foreign direct investment (FDI) activities of multinational enterprises (MNEs) is influenced by several factors. The main objective of this research is to investigate the performance-related issues of Japanese FDI in 4 dynamic ASEAN (Association of Southeast Asian Nations) economies; Indonesia, Malaysia, the Philippines and Thailand. The performance of affiliates of Japanese MNEs in this region has been observed and empirically examined in association with several determinants, especially the firm-specific advantages and entry strategy of the parent MNEs. The result suggests that the variables related to managerial know-how, international experience, and country experience incline to have positive influences on the profitability of affiliates. In the case of ownership structure, balanced-ownership IJVs obviously outperform other types of ownership. The result also suggests that the proprietary technology as well as the management know-how of the parent MNEs appear to be the primary factors for the success of their overseas affiliates and wholly-owned affiliates incline to have higher performance profile than international joint ventures | Format: Paperback | Language/Sprache: english | 229 gr | 220x150x8 mm | 160 pp.



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