Managing The Multinational: Confronting The Global-local Dilemma

Samuel Humes


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The multinational corporation is a business organization whose activities are located in more than two countries and is the organizational form that denotes foreign direct investment. This form consists of a country location where the rm is incorporated and of the establishment of branches or subsidiaries in foreign countries. The multinational corporation, because usually it develops in the cultural and social context of one nation, exports its organizational baggage from one institutional setting to another. In this regard, it plays a powerful role as a mechanism by which to transfer organizational knowledge across borders. The dilemma is quite apparent. How can markets for trade develop between distant cultures?