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Nota di contenuto	Part I. Introduction -- 1. Theories of Internationalization and Foreign Direct Investment: How to Explain FDI from Emerging MNEs? -- 2. Changing Trends of Foreign Direct Investments in East Central Europe -- Part II. Emerging Multinationals from Asia -- 3. Home and Host Country Determinants of Chinese Multinational Enterprises' Investments into East Central Europe -- 4. Indian Companies' Global Aspirations in East Central Europe -- 5. Outward Foreign Direct Investments from South Korea, Taiwan, and ASEAN in the V4 Countries -- Part III. Non-Asian Emerging Multinationals -- 6. Russian Multinational Direct Investment in East Central European countries -- 7. Turkish Investments in Central Eastern Europe: Motivations and Experiences -- 8. Motivations of Brazilian Firms to Invest in East Central Europe: Specific Home-Country Advantages and Some Host-Country Specificities Dominate -- 9. South Africa: A Re-emerging Player in Global Outward FDI and a New Investor in East Central Europe? -- 10. Final Reflections: Emerging Market Multinational Enterprises in East Central Europe.
Sommario/riassunto	The rise of multinational enterprises (MNEs) from emerging markets is topical, important and poses a number of questions and challenges that require considerable attention in the future from academia as well

as business management. The recent takeovers of high-profile companies in developed or developing countries by non-European emerging-market MNEs (EMNEs) – such as Lenovo, Wanhua (China), Hindalco (India), CVRD (Brazil), Cemex (Mexico), Lukoil (Russia), etc. – as well as the greenfield or brownfield investments of emerging companies (such as Huawei, ZTE, Tata, Pepco, etc.) show a new trend where new kind of firms become major players globally. EMNEs have become important players in several regions around the globe, ranging from the least developed countries of Africa through the developing markets in Latin America and Asia to the developed countries of the United States or the European Union, including East Central European (ECE) countries. EMNEs presence on the global level has resulted in numerous studies in the international literature but those research results barely cover EMNEs' activities in the ECE region (in the East Central European EU member countries, including the Czech Republic, Hungary, Poland, Slovakia and Slovenia). The existing books typically focus on the investment activity of a single country or region (such as China or East Asia) but a comprehensive analysis is still missing in this regard. The novelty of this edited volume is that it aims at exploring EMNEs location determinants, strategies, activities and challenges in East Central Europe by discussing its anomalies to the traditional theories as well as to other types of MNEs in the ECE region. The authors focus on EMNEs not only from China but from other important emerging countries, too, such as Russia, India, South Korea, Taiwan, Turkey, Brazil or South Africa.
