

1. Record Nr.	UNINA9910783660103321
Autore	Shin Sang-Hyup <1960, >
Titolo	European integration and foreign direct investment in the EU : the case of the Korean consumer electronics industry // Sang-Hyup Shin
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 1998
ISBN	1-134-71438-6 0-429-22948-8 1-134-71439-4 1-280-33611-0 0-203-27430-X 0-203-19599-X
Descrizione fisica	1 online resource (256 p.)
Collana	Routledge studies in international business and the world economy ; ; 10
Disciplina	338.4/7621381/095195
Soggetti	Electronic industries - Korea (South) Electronic industries - European Union countries Corporations, Korean - European Union countries Korea (South) Foreign economic relations European Union countries European Union countries Foreign economic relations Korea (South)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 215-229) and index.
Nota di contenuto	Cover; EUROPEAN INTEGRATION AND FOREIGN DIRECT INVESTMENT IN THE EU; Title Page; Copyright Page; Table of Contents; List of figures; List of tables; Preface; Acknowledgements; List of abbreviations; 1 Korean economic development and the importance of the EU market to Korean consumer electronics firms; 2 Overview of Korean FDI; 3 The policy and perspective of the Korean government towards outward FDI; 4 The relationship between government and business in Korea; 5 The impact of EU policies on FDI by Korean electronics firms in the EU member states; 6 EU trade policies (common commercial policy) 7 Incentive systems of each EU member state8 The FDI of Korean consumer electronics firms in the EU: empirical survey; 9 Conclusion; Notes; Bibliography; Index

Sommario/riassunto

This book addresses the fundamental question why and under which conditions Korean firms increased their investment so heavily in the EU after 1986 and why they and not the Korean government took the initiative in the decision-making process. The author contends that the main reason for the firm's departure from government policy is the belief of the Korean government that national competitiveness, which largely affects the country's standard of living, is determined by the success of local firms in global competition. The author substantiates his argument by supplying comprehensive survey
