

1. Record Nr.	UNINA9910865294503321
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Titolo	Chinese Firms in the Global Market : Understanding the Development of Capabilities of Chinese Multinationals // by Maria Altamira
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031592270 9783031592263
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (250 pages)
Collana	Palgrave Macmillan Asian Business Series, , 2661-8443
Disciplina	338.88851
Soggetti	Business Asia Asian Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	CHAPTER 1. Introduction -- CHAPTER 2. China's transition to a market economy. Past, present, and future trends -- CHAPTER 3. China's institutional framework, capabilities, and internationalisation strategies of Chinese multinationals -- CHAPTER 4. A narrative Inquiry strategy to analyse capabilities of Chinese multinationals -- CHAPTER 5. A narrative analysis of Chinese managers' personal experiences -- CHAPTER 6. A framework to understand the development of capabilities of Chinese multinationals -- CHAPTER 7. Contributions of the study -- Chapter 8. Practical implications in today's business context and concluding remarks.
Sommario/riassunto	This book critically analyses how home institutional elements influence the design and development of Chinese firms' capabilities at home, and questions if and how these capabilities are applicable in a different business environment. Reflecting on timely issues in today's business environment, in which China faces several challenges in domestic and international markets, the author provides an in-depth understanding of Chinese firms' business strategies, objectives and competitive advantages at home and abroad in different environments. In doing so, the book enhances our understanding about the Chinese business environment and how it influences the development of relevant

capabilities. The author does this by presenting a study based on a narrative inquiry strategy and a narrative analysis of Chinese managers' perspectives and understanding of the capabilities from three different types of firms with international experience (State Owned Enterprises (SOEs), National Champions (NC), and Private Firms (PF)). An insightful resource for academics, practitioners and policymakers, the book furthers our understanding of the rapid rise of Chinese multinationals inside and outside China. Dr Maria Altamira is Postgraduate Studies and MSc Programme Director and Lead of International Partnerships at UBI Business School. She received her PhD from the University of Warwick. Her area of expertise is internationalization and innovation strategies of Chinese multinationals, as well as new technologies and international business. Dr Maria Altamira started her professional career at Accenture in 2007 where she was a Strategic Consultant specializing in Customer Relationship Management, Strategic Marketing, and Innovation in the high technology industry. In 2011 she started to be professionally involved in business in China in both academic and leadership roles. She is currently developing her professional career in higher education with a focus on international strategy and business development. She is Senior Fellow of the Higher Education Academy.
