EVALUATING GLOBAL MARKET ENTRY STRATEGIES IN DIVERSE INSTITUTIONAL ENVIRONMENTS

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ABSTRACT

Selecting an appropriate market entry strategy is a critical decision for firms expanding internationally. This article examines various global market entry strategies, including exporting, licensing, joint ventures, and wholly owned subsidiaries. The study discusses how institutional environments, cultural distance, and market uncertainty influence entry mode selection. By integrating theoretical perspectives with practical considerations, the article provides insights into how firms can align entry strategies with organizational objectives and host-country conditions. By synthesizing theoretical insights and practical implications, the article contributes to a deeper understanding of strategic decision-making in international contexts. Ethical governance reflects the integration of moral values, transparency, and accountability into organizational decision-making processes. As businesses expand their global footprint and interact with diverse stakeholders, ethical governance has become essential for sustainable development and effective leadership. This article examines ethical governance principles and their role in shaping trust, responsibility, and long-term strategic success. It highlights the significance of moral leadership, ethical frameworks, and organizational culture in promoting responsible governance.

Keywords: International business strategy, global competitiveness, strategic alignment, multinational firms, global integration

INTRODUCTION

Global market entry represents a strategic commitment that shapes a firm's international trajectory. Firms must evaluate entry modes based on resource availability, risk tolerance, and control requirements. Differences in legal systems, cultural norms, and market maturity further complicate decision-making. Effective market entry strategies enable firms to establish a competitive presence while minimizing exposure to uncertainty. As global competition intensifies, understanding the determinants of successful market entry becomes increasingly important for international business scholars and practitioners.

This article highlights that no single market entry strategy is universally optimal. Instead, successful international expansion depends on aligning entry mode choices with firm capabilities and host-country conditions. A nuanced understanding of institutional and cultural factors enhances the likelihood of sustainable market presence.

CONCLUSION

This article highlights that no single market entry strategy is universally optimal. Instead, successful international expansion depends on aligning entry mode choices with firm capabilities and host-country conditions. A nuanced understanding of institutional and cultural factors

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