

MANAGING MULTINATIONAL ENTERPRISES IN COMPLEX GLOBAL NETWORKS

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ABSTRACT

Multinational enterprises (MNEs) operate across diverse institutional and cultural contexts, requiring sophisticated management practices. This article explores key challenges in managing MNEs, including coordination, control, and knowledge transfer. The study emphasizes the role of organizational structure and leadership in enhancing global efficiency while maintaining local responsiveness.. 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

The management of multinational enterprises involves balancing global integration with local adaptation. MNEs must coordinate geographically dispersed operations while responding to varying market demands. Effective management systems and leadership practices are essential for aligning subsidiary activities with corporate objectives. Understanding these dynamics is crucial for improving MNE performance in competitive global markets.

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

The article concludes that successful multinational enterprise management relies on flexible structures and strong leadership. Firms that foster cross-border collaboration and

knowledge sharing are better equipped to manage complexity and sustain global competitiveness. 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.

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