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Business diplomacy in multinational corporations: An exploratory qualitative study 47. programs that teach employees how to act in line with the business values and principles, and how to deal with the external stakeholders of the business.

Business diplomacy in multinational corporations: An ...

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Business diplomacy in multinational corporations: An exploratory study Ruël, Wolters, Loohuis 6 framework of guidelines is set by the headquarters within which a foreign subsidiary has some degree of freedom to act, or whether subsidiary executives are free to decide upon how to conduct business diplomacy (decentralized).

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**Business diplomacy
in multinational
corporations (MNCs**

...

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core competencies
needed at the
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intersection of roles
between states and
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legitimacy of state
ownership in foreign
direct investments by
emerging economic
firms, and corporate
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in host countries ...

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Business diplomacy is important for international business to be successful in developed and developing markets. CEOs, corporate boards, but ideally all employees need to possess the capabilities to establish and maintain constructive relationships with government and non-government representatives in

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**Business diplomacy
in multinational
corporations**

The second conclusion is that the social diplomacy of multinational corporations, which as we have seen has a wide variety of shapes and tools, produces ambivalent and potentially subversive effects: while it provides such

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corporations with room for manoeuvre and defends their interests, it also contributes to a network (to use one of Norbert Elias' favoured metaphors) which these corporations must increasingly contend with, and of which they cannot pretend that they are not aware.

**The Social
Diplomacy of
Multinational**

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In all MNCs, the responsibility for business diplomacy was largely decentralized to the foreign subsidiaries. All MNCs deployed a wide range of business diplomacy means: direct stakeholder dialogues, events, forums, meetings, industry associations, social projects and social partnerships.

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**Business diplomacy
in multinational
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In general, Corporate Diplomacy is defined as the ability to develop business interests through the creation of strategically significant alliances with external key figures, including government,...

**Why Corporate
Diplomacy is**

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important for

business

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The competencies

needed to deal with

foreign country

interests, multiple

domestic and foreign

pressures groups or

international conflict

demand that global

companies acquire

organizational...

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ABSTRACT The aim of this paper is to conceptualize and identify the relationship between Multinational Corporations' (MNC) international business diplomatic activities and firm performance. The research has been based on a literature review and qualitative studies of five large MNCs that are operating in distinctive industries.

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**Business Diplomacy:
A strategy for ...**

evolution of
multinational
corporations starting
from East India
Company to the World
Wars and finally to the
multinationals of the
21 st century. In this
respect the argument
of this study is that,
multinational
corporations have
grown to a size that

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they are not anymore
only economic entities
but now they are
influencing and

THE IMPACT OF MULTINATIONAL CORPORATIONS ON INTERNATIONAL ...

Multinational
corporations
participate in business
in two or more
countries. MNC can
have a positive
economic effect on the
country where the

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business is taking
place. Many believe
manufacturing...

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Multinational Corporation (MNC) Definition

Multinational
Corporation –
Organizational
Framework: Branches,
Subsidiaries, Joint
Venture Companies,
Franchise Holders and
a Few Others . A
multinational
corporation can

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organize its operation
in different countries
through the following
methods: 1. Branches:
The easiest form of
expanding business
operations is to set up
overseas branches.

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Types ...**

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CODExpansion LLC is a consulting firm providing Business Diplomacy and Corporate Intelligence solutions to multinational corporations (MNCs), NGOs, and Civil Societies. We work with various industries, governments, governmental and non-governmental agencies in the design and implementation of large-scale

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Home**

Particularly important form of economic diplomacy is so-called corporate diplomacy, made in the lap of global corporations to expand business worldwide, often referred to as multinational corporations, transnational corporations,

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multinational
companies, big
companies, et al.

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GLOBAL CORPORATIONS AND DIPLOMACY

business diplomacy
was conducted by
every MNC but to
different degrees to
minimize business'
risks and maximize
business'
opportunities. Based
on the data analysis a
conceptual framework

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Business Diplomacy Framework Matrix was developed laying a theoretical foundation for understanding how

**Business Diplomacy:
The elucidation to
ease multinational**

...

Purpose —
Multinational corporations (MNCs) are experiencing a number of major challenges in the international business

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arena. Can business
diplomacy help them to
deal with these
challenges effectively?

In this introductory
chapter we
conceptualize and
identify the
relationship between
MNCs' international
business diplomatic
activities and firm
performance.

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