

MULTINATIONAL COMPANIES' RISK MANAGEMENT STRATEGIES EVOLVING ON THE BRINK OF THE NEW ECONOMIC ERA

Mykhailo Rushkovskiy¹, Dmytro Rasshyvalov²

Abstract. In today's dynamic macroeconomic environment, multinational enterprises (MNEs) must have a well-defined approach to risk management in order to survive and thrive. The risk management strategies employed by MNEs must adapt to the ever-changing global economy and the associated geopolitical and climatic changes. Furthermore, the clear prospects for further developments in risk management research create new determinants for the evolution and development of corporate governance systems in MNE. This is especially true in the New Economic Era, where globalization has opened markets to new opportunities and threats. Risk management is a critical factor that impacts the financial, operational and strategic success of MNE. Therefore, it is imperative that MNE invest in developing robust risk management strategies that can keep pace with the ever-changing world economic system. Failure to do so could encourage potential business risks such as financial liabilities, low customer satisfaction, or reputational damage. It is clear that risk management is an essential part of ensuring success for MNEs in today's dynamic macroeconomic environment. The subject and object of research are defined as corporate strategies of risk management of MNE (including the approach to work with uncertainty, randomness and probabilistic thinking) and the process of their determination through the prism of influence of global economic determinants and the emerging New Economic Era. The reliability of the obtained results and conclusions of the research is substantiated by the choice of a natural methodological strategy, which includes description, explanation and prediction. Research methodology is based on a combination of methods: theoretical analysis, synthesis, comparison, systematization, and generalization of scientific literature. The aim of the research is to identify the main corporate strategies of risk management in MNEs, taking into account global economic changes, and to develop recommendations for their implementation. The studied risk management focusing exclusively on the past financial indicators of MNE activity and the conducted analysis of the emerging global challenges of the New Economic Era show a gap between the existing approaches to the formation of risk management strategies, which are based only on international standards (including reporting standards), and the urgent needs of MNEs dictated by global economic determinants. The research also creates clear prospects for further developments in the area of risk management strategies. It is suggested that more advanced approaches should be developed that take into account the dynamic nature of the international economic environment and its influence on the risk management strategies of MNEs. In conclusion, the research shows that existing corporate risk management approaches are not effective enough to respond to global economic, geopolitical, technological and social changes. Therefore, it is imperative for MNE to develop more advanced risk management strategies that can better address these changes. In addition, it is important for MNE to consider incorporating predictive analytics into their risk management processes to better anticipate potential risks before they occur.

Key words: risk management strategies, risk management, globalization, new economic era.

JEL Classification: B22, D81, E44, F6, G32

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Foreign Direct Investment, China and the World Economy P. Buckley, 2009-11-29 China has become such an important element of the global economy that its influence cannot be ignored in almost any field of endeavour The phenomenal impact of FDI in China and its largely trade related consequences has been well documented and now there is a significant literature on the phenomenon of outward investment from China too This book is an in depth study of the international business relationships of China covering both inward and outward foreign direct investment its impact and related theoretical and policy issues This volume of highly renowned author Peter Buckley's collected papers from 2005 8 continues his interest in the theory of international business Section I and policies towards foreign direct investment FDI Section IV but has a major concentration on China both as regards outward foreign direct investment OFDI from China Section II and FDI in China Section III

International Business in China Lane Kelley, Oded Shenkar, 2013-11-05 International Business in China looks at the inner workings of business in China Each sector is explored in detail against the broader cultural context and regional variations Throughout the focus is on the political changes which have taken place in recent years and how this has affected business both within China and the firms interacting with her on an international level The contributors are all well known for their expertise in international business and have had extensive experience with business in China on a domestic and international level They provide an excellent blend of succinct analysis and practical guidelines for those interested in discovering more about international business in China

Handbook for Asian Studies Specialists Noriko Asato, 2013-10-08 An indispensable tool for librarians who do reference or collection management this work is a pioneering offering of expertly selected print and electronic reference tools for East Asian Studies Chinese Japanese and Korean

Handbook for Asian Studies Specialists A Guide to Research Materials and Collection Building Tools is the first work to cover reference works for the main Asian area languages of China Japan and Korea Several leading Asian Studies librarians have contributed their many decades of experience to create a resource that gathers major reference titles both print and online that would be useful to today's Asian Studies librarian Organized by language group it offers useful information on the many subscription based and open source electronic tools relevant to Asian Studies This book will serve as an essential resource for reference collections at academic libraries Previously published bibliographies on materials deal with China or Japan or Korea but none have coalesced information on all three countries into one work or are written in English And unlike the other resources available this work provides the insight needed for librarians to make informed collection management decisions and reference selections

[Language in International Business](#) Rebecca Piekari, Denise Welch, Lawrence S. Welch, 2014-11-28 Responding to the growing interest in the role of language in international business this book presents language as a critical management challenge for the internationalizing firm Several perspectives are explored including the individual the firm

British Qualifications Kogan Page, 2006 The field of professional academic and vocational

qualifications is ever changing The new edition of this highly successful and practical guide provides thorough information on all developments Fully indexed it includes details on all university awards and over 200 career fields their professional and accrediting bodies levels of membership and qualifications It acts as an one stop guide for careers advisors students and parents and will also enable human resource managers to verify the qualifications of potential employees **Global**

Business: Concepts, Methodologies, Tools and Applications Management Association, Information Resources,2011-05-31 This multi volume reference examines critical issues and emerging trends in global business with topics ranging from managing new information technology in global business operations to ethics and communication strategies Provided by publisher *Global Governance and The Political South* Marek Rewizorski,Andrew F.

Cooper,2025-05-25 This book gives a new compelling meaning to the metaphor of Global South against the background of the global political challenge to international order driven not only through the BRICS grouping but also by the activities of middle powers striving to alter the political status quo Expert contributors highlight the interplay between politics economy and security offering insights into how the Global South perceives and responds to pivotal events like the Russian invasion of Ukraine the COVID 19 pandemic and the 2008 Financial Crisis They uncover how non Western countries interpret and react to these turning points and explore a diverse array of interests values and political behaviours often misunderstood in the West The volume also examines whether initiatives from the Global South can reshape global governance institutions influence the existing structures and provide a historical and philosophical context to understand the continuities and changes in global governance Ideal for scholars and students this book is a must read for anyone interested in the rise and influence of the Global South BRICS global governance and the evolving international system **The Routledge**

International Handbook of Global Therapeutic Cultures Daniel Nehring,Ole Jacob Madsen,Edgar Cabanas,China Mills,Dylan Kerrigan,2020-08-24 The Routledge International Handbook of Global Therapeutic Cultures explores central lines of enquiry and seminal scholarship on therapeutic cultures popular psychology and the happiness industry Bringing together studies of therapeutic cultures from sociology anthropology psychology education politics law history social work cultural studies development studies and American Indian studies it adopts a consciously global focus combining studies of the psychologisation of social life from across the world Thematically organised it offers historical accounts of the growing prominence of therapeutic discourses and practices in everyday life before moving to consider the construction of self identity in the context of the diffusion of therapeutic discourses in connection with the global spread of capitalism With attention to the ways in which emotional language has brought new problematisations of the dichotomy between the normal and the pathological as well as significant transformations of key institutions such as work family education and religion it examines emergent trends in therapeutic culture and explores the manner in which the advent of new therapeutic technologies the political interest in happiness and the radical privatisation and financialisation of social life converge to

remake self identities and modes of everyday experience Finally the volume features the work of scholars who have foregrounded the historical and contemporary implication of psychotherapeutic practices in processes of globalisation and colonial and postcolonial modes of social organisation Presenting agenda setting research to encourage interdisciplinary and international dialogue and foster the development of a distinctive new field of social research The Routledge International Handbook of Global Therapeutic Cultures will appeal to scholars across the social sciences with interests in the advance of therapeutic discourses and practices in an increasingly psychologised society

Cross-Cultural Communication of Chinese Brands Jingyun Zhang, 2024-05-31 This book presents theoretical insights into key aspects of Chinese brand cross cultural communication such as psychological distance implicit context brand narrative and influence of bridge crowds This book applies the psychological distance theory of communication to study the psychological distance strategy of cross cultural communication of Chinese brands from macro and micro perspectives and proposes to resolve cultural differences by adjusting psychological distance Based on the above theories the authors construct the cross cultural communication strategy model for Chinese brands in which the following models have been proposed such as the stages of globalization for Chinese brands Internationalization of Chinese Enterprises general as well as several application models Chapter IX includes five cases studies including Huawei CRRC Yongji COFCO Yili Thailand and the Walking Lunar New Year s Eve Dinner project which represent four types of brands high end equipment fast moving consumer goods high technology and cultural activities brand This book not only provides readers with a broader understanding of brand cross cultural communication research but also offers practical suggestions for companies in emerging market countries especially Chinese enterprises that are undergoing brand globalization

The Strategic Options of Middle Powers in the Asia-Pacific Chien-Wen Kou, Chiung-Chiu Huang, Brian Job, 2022-06-23 This book analyses the responses of middle powers in the Asia Pacific toward the contemporary great powers rivalry of the United States and China through specific cases studies of South Korea Australia Japan India Taiwan and Vietnam Presenting local perspectives from multiple middle powers as they face the task of maintaining the international order in light of the recent competition between China and the United States it further develops theories of foreign policy analyses forming a systematic framework through initiating crucial concepts including reluctant hedging economic statecraft and strategic position taking The contributions also provide an in depth examination of the contemporary geo politics of the region including the impact of both the Trump and Biden administrations Beijing s Wolf Warrior diplomacy cross strait relations with Taiwan and the influences of Japan Vietnam Australia and South Korea revealing that regional middle powers do indeed exert influence on the direction of regional cooperation in the Asia Pacific Providing comprehensive studies of many regional powers in the Asia Pacific this will be a valuable resource for scholars and students of International Politics Asian Politics Asian Studies as well as policy makers on Asia Pacific relations

PROCEEDINGS OF THE THIRD INTERNATIONAL CONFERENCE ON GLOBALIZATION: CHALLENGES FOR TRANSLATORS AND INTERPRETERS Zhiqing

Zhang, Youbin Zhao, Xinjie Wang, 2020-05-26 With the implementation of the Belt and Road Initiative and the development of Guangdong Hong Kong Macau Greater Bay Area the demand for translators and interpreters continues to grow in China The breakthrough in artificial intelligence which has contributed to an enormous improvement in the quality of machine translation means challenges and opportunities for translators and interpreters as well as studies of translation and interpreting Studies of translation and interpreting have been further expanded and diversified in the era of globalized communications The interrelation between translation and globalization is essential reading for not only scholars and educators but also anyone with an interest in translation and interpreting studies or a concern for the future of our world s languages and cultures By focusing on the connection between the two various researches have been conducted in all forms of communication between languages including translation interpreting cross cultural communication language teaching and the various specializations involved in such activities This has resulted in The Third International Conference on Globalization Challenges for Translators and Interpreters co organized by the School of Translation Studies Jinan University on its Zhuhai campus and South China Business College Guangdong University of Foreign Studies November 16 17 2019 The response to the conference was once more overwhelming which was partly attributed to the previous two conferences held successfully under the same title Apart from five keynote speakers over one hundred and fifty participants came from universities institutions or organizations from mainland China Spain New Zealand as well as Hong Kong and Macao to attend the event contributing over 130 papers in total Among the keynote speakers are internationally renowned scholars in translation studies such as Dr Roberto Valde n professor of English Linguistics at the University of Oviedo Spain and the Chief Editor of Perspective Studies in Translatology Dr Sun Yifeng chair professor of Translation Studies and head of the English Department at the University of Macau Dr Tan Zaixi distinguished professor of Shenzhen University and Chair Professor of Beijing Foreign Studies University and Professor Emeritus of Hong Kong Baptist University After careful evaluation and compilation 90 papers have been selected for this conference proceedings which was summarized into the following four topics Translation and Interpreting Theory and Practice Translation and Cross cultural Studies Evaluation of Translation and Interpretation and Studies on the Teaching of Translation By no means is it difficult to find some interesting and thought provoking papers under each topic For example concerning Translation and Interpreting Theory and Practice To Translate or not to Translate That is the Question On Metaphor Translation in Chinese Political works by Dong Yu explains that in judging whether or not a Chinese metaphor can be translated into English an indispensable step is to decide whether or not the two cultural connotations can be connected But this can easily be influenced by subjective factors Yu has suggested some ways in which subjective factors could be controlled to some extent so that the translator could be more confident in his or her decision He has also suggested three steps The first step is to assume that the cultural connotation of the Chinese metaphor can be connected with that of its English version For example the metaphor in could be translated as

rain or shine The second step is to find out whether or not this translated version is acceptable both linguistically and culturally in English The third step is to consider the systematicity of the metaphor in regard with the context in both the source and target texts This involves a process of recontextualization When it comes to Translation and Cross cultural Studies On Translation of the English Guide interpreter from the Perspective of Intercultural Communication by Fengxia Liua and Xiaoning Bi points out that inbound tourism serves as a window through which foreign tourists get to know China so the interaction between the guide interpreters and foreign tourists are the typical activity of cultural communication Foreign language speaking guides are usually regarded as people to people ambassadors or cultural ambassadors who have played an essential role in the international tourist industry Therefore they argue that it is extremely important for tourist guides to cultivate their cross cultural communication awareness enhance their overall communicative competence observe and distinguish east and west differences with multi dimensional perspective transcend cultural barriers and learn to use translation skills Studies on the Teaching of Translation is another interesting topic that has attracted enormous attention such as Business Translation Teaching from the Perspective of Metaphors by Dandan Li which explores application of conceptual metaphor theory in the translation process of business lexicons business discourse and business English culture so as to provide a new perspective in business English pedagogy Another study entitled Cognitive Studies in Translation by Xin Huang analyzes the cognitive studies of translation interpreting processes over the past three decades with focus on the issues examined the findings reached as well as the recent development She explains that cognitive studies of translation process examine the translation competence on line translation behaviors such as how the eye gazes and how the words are typed and the brain activities when doing translation Special interests are paid to the working memory problem solving the executive function and some linguistic relative factors such as text difficulty Over the past thirty years the interest in the field has been gaining considerable momentum and increasing issues have been involved Finally she concludes that with the advancement of technologies and interdisciplinary approaches the black box the previously unforeseeable cognitive activities of how human process translation can be unfolded Considering the importance of integrating theory with practice the proceedings are therefore compiled in such a way as to be balanced and inclusive in the hope of summarizing current accomplishments as well as providing certain insights for teaching and further research in the field of translation and interpretation studies

The Operations of Chinese Infrastructure Multinationals in Africa Yuxuan Tang, 2021-08-26

The book aims to analyse and evaluate the strategic positioning of China's participation in terms of firm level performance in the generation of infrastructure capacity in African countries Africa counts among its development challenges a major bottleneck of infrastructure capacity and shortage of investable capital China's long period of high growth generates the strengths to secure availability of energy from Africa by enhancing infrastructure provision for the region To achieve this complementary macro level development beyond the traditional dimension of infrastructure provision ODA Chinese IMNEs

become the vital players on the intersection of these processes Thus this research makes practical and analytical contributions to international business studies and development issues by making concrete the analysis of bilateral development processes from a macro context to a micro level framework e g focusing on ICT and construction sectors then fitting this into the real world story Infrastructure itself is a key element for potential investment and development processes Therefore how IMNEs achieve not only exist simply in a way of a commercial oriented investment but also in their implications for development and political related issues

Chinese-Dutch Business Negotiations Xiangling LI,2021-11-22 The Chinese are known as an inscrutable people in the West With the rapid globalisation of world business China with its booming economy and as one of the world s largest emerging markets is attracting increasing numbers of international traders and investors Various sources have shown that language and culture are among other factors two of the major obstacles to successful business collaborations between the Chinese and Westerners This dissertation aims to help remove these obstacles by offering some insights into the intricate mechanisms of business negotiation between the Chinese and the Dutch While most of the research concerning Chinese Western communication has used everyday conversation as the subject of study this research chooses negotiation the core of international business as its subject Micro level qualitative discourse analyses are used as the main research method in addition to ethnographic methods such as the questionnaire survey and interview The main data used are simulated as well as real life video taped Chinese Dutch business negotiations Questionnaire survey and interview data from real life Chinese and Dutch negotiators are used as support data The phenomena recurrently cropping up across the negotiations are examined at a turn to turn level to pinpoint places where problems arise that prevent the negotiators from reaching mutual understandings and fulfilling negotiation goals The deep rooted cultural concepts underlying the linguistic phenomena prove to be the main trouble sources The results of this research are relevant for both the academic and business world

Chinese Economic Studies ,1975 **The SAGE Encyclopedia of Intercultural Competence** Janet M. Bennett,2015-03-23 In 1980 SAGE published Geert Hofstede s Culture s Consequences It opens with a quote from Blaise Pascal There are truths on this side of the Pyrenees that are falsehoods on the other The book became a classic one of the most cited sources in the Social Science Citation Index and subsequently appeared in a second edition in 2001 This new SAGE Encyclopedia of Intercultural Competence picks up on themes explored in that book Cultural competence refers to the set of attitudes practices and policies that enables a person or agency to work well with people from differing cultural groups Other related terms include cultural sensitivity transcultural skills diversity competence and multicultural expertise What defines a culture What barriers might block successful communication between individuals or agencies of differing cultures How can those barriers be understood and navigated to enhance intercultural communication and understanding These questions and more are explained within the pages of this new reference work Key Features 300 to 350 entries organized in A to Z fashion in two volumes Signed entries

that conclude with Cross References and Suggestions for Further Readings Thematic Reader's Guide in the front matter grouping related entries by broad topic areas Chronology that provides a historical perspective of the development of cultural competence as a discrete field of study Resources appendix and a comprehensive Index The SAGE Encyclopedia of Intercultural Competence is an authoritative and rigorous source on intercultural competence and related issues making it a must have reference for all academic libraries

British Qualifications 2017 Kogan Page Editorial, 2016-12-03 Now in its 47th edition British Qualifications 2017 is the definitive one volume guide to every qualification on offer in the United Kingdom With an equal focus on vocational studies this essential guide has full details of all institutions and organizations involved in the provision of further and higher education and is an essential reference source for careers advisors students and employers It also includes a comprehensive and up to date description of the structure of further and higher education in the UK The book includes information on awards provided by over 350 professional institutions and accrediting bodies details of academic universities and colleges and a full description of the current framework of academic and vocational education It is compiled and checked annually to ensure accuracy of information

Counter-Cultural Paradigmatic Leadership Gary K. G. Choong, 2011-06-03 In *Counter Cultural Paradigmatic Leadership* Gary Choong challenges the reader to consider the mind set motive and manner of leadership in any Asian setting that is suffused with contemporary practices of paternalistic authority It provides a counter cultural paradigm shift for the Christian leader who desires to honor God with mind and heart based on a biblical moral foundation and to lead with character biblical core values and a commitment to further the cause of Christ The counter cultural paradigms and practices of integrity humility and empowerment address the ills of contemporary paternalistic authority such as didactic leadership guarding and building of reputation protection of dominance autocratic control nepotism cronyism ambivalence lack of accountability overstaying one's effectiveness and underestimating one's subordinates This counter cultural paradigmatic Christian leadership deals first with the Christian leader's character and spiritual formation over a lifetime second it seeks to influence and impact team members toward biblical coherence and congruence in discipleship team ministry and leadership development third it encourages the leader to consider ways to address organizational behavioral dysfunctions and hence organizational coherence congruence and effectiveness particularly with a view toward leadership succession and organizational significance

Ulrich's Periodicals Directory 2003 Edgar H. Adcock (Jr.), 2003

The Selected Essays of John H. Dunning John H. Dunning, 2002-01-01 These volumes should be required reading for anyone with an interest in international business and globalisation They add immeasurably to our understanding Mira Wilkins Business History Dunning is one of the most prominent researchers and thinkers in the IB field In these books he has set out his most celebrated writings and has provided us relatively easy access to widely scattered references in the literature Rajat Kathuria Global Business Review The modern academic study of the multinational enterprise started with John Dunning's pioneering study of American Investment in British Manufacturing Industry in 1958

In the early 1970s he began to publish an influential and authoritative stream of papers integrating theoretical and empirical analysis of the multinational enterprise. This fascinating volume charts the evolution of John Dunning's thinking, highlighting his attempts to develop a richer, more dynamic and historical framework for the analysis of the multinational enterprise. It makes compelling reading and offers unique insights into the intellectual development of his well-known eclectic paradigm of international production. Mark Casson, University of Reading, UK. This volume contains a selection of John Dunning's best known and highly acclaimed writings on the theory of international business activity. Spanning more than three decades, the 16 contributions trace the evolution of his thoughts and ideas as an economist from his first article on the determinants of international production published in 1973 to his most recent essay on relational assets, networks and global business activity completed in 2002. *Theories and Paradigms of International Business Activity* gives particular prominence to the author's much renowned eclectic paradigm which he first promulgated at a Nobel Symposium on the international allocation of economic activity in 1976. Since then, the author has written over 60 articles, pamphlets and chapters in books which have extended, refined and updated his theorizing on the interface between trade, FDI and MNE activity in the light of the changing characteristics of the world economy and advances in international business scholarship. This is the first of two volumes of John Dunning's work; it is essential reading for all students, scholars and researchers with a special interest in the reasons behind the explosive growth in post-war FDI and the globalization of business activity. *Chinese Cyberspaces* Jens Damm, Simona Thomas, 2006-02-08. The internet is developing more extensively in China than any other country in the world. *Chinese Cyberspaces* provides multidisciplinary perspectives on recent developments and the consequences of internet expansion in China. Including first-hand research and case studies, the contributors examine the social, political, cultural and economic impact of the internet in China. The book investigates the political implications of China's internet development as well as the effect on China's information policy and overall political stability. The contributors show how, although the digital divide has developed along typical lines of gender, urban versus rural and income, it has also been greatly influenced by the Communist Party's attempts to exert efficient control. This topical and interesting text gives a compelling overview of the current situation regarding the Chinese internet development in China while clearly signalling potential future trends.

Unveiling the Magic of Words: A Overview of "**Multinational Busineb Management In The New Economy Chineseenglish Text**"

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