



Multinationals and Global Consumers: Tension, Potential and Competition (AIB Southeast Asia)

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International business (IB) research on Asian firms is on the rise, focusing on Japan, China and other countries and potentially enriching theory development and practice. The rise of Asian firms has challenged conventional theories and provided opportunities for IB researchers to address several paradoxical issues such as ownership advantage, risk-return, and the flying geese hypothesis. Moreover, researchers would benefit from paying attention to multi-level analysis, the role of history 'vis-a-vis' culture, and the variance across countries at different levels of economic development. *Multinationals and Global Consumers* is a collection of articles written by leading scholars on IB research in Asia and addresses some of these problems in several key areas of IB research including Multinationals and Organizational Management, International Business and FDI, Marketing and Consumer Behavior, and furnish meaningful implications for practice and future research.

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