

Internasionalisasi ke dalam pasar berkembang efek pada performa unilever dan p g = Internationalization to emerging markets effect on performance of unilever and p g / Afina Fatharani Hardiana

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Abstrak

[Riset ini menganalisa pengaruh dari internasionalisasi ke Cina dan India pada performa perusahaan perusahaan besar barang konsumsi yaitu Unilever dan Procter Gamble Faktor faktor tingkat perusahaan seperti tingkat pengendalian waktu di mulai internasionalisasi dan strategi lokal di analisa untuk mengetahui dampak dampaknya terhadap ke suksesan proses internasionalisasi dan performa perusahaan Metode studi kasus di laksanakan untuk riset ini Hasil dari riset menunjukkan bahwa waktu internasionalisasi yang lebih dahulu dan tingkat pengendalian yang tinggi tidak meningkatkan sukses dan performa di negara negara yang termasuk dalam emerging markets Menggunakan strategi strategi lokal di negara negara tersebut membantu proses internasionalisasi namun tidak cukup untuk menghasilkan konklusi terkait meningkatnya performa ;This research examined the influence of internationalization to China and India on the performance of consumer goods giants Unilever and Procter Gamble Firm level factors such as degree of control timing of entry and local strategy are analyzed for effects on success of entry and performance A multi case study is conducted for this study The results show that early entry and high degree of control do not necessarily increase success and performance in emerging markets Local strategies are useful yet insufficient to draw conclusions for increased performance , This research examined the influence of internationalization to China and India on the performance of consumer goods giants Unilever and Procter Gamble Firm level factors such as degree of control timing of entry and local strategy are analyzed for effects on success of entry and performance A multi case study is conducted for this study The results show that early entry and high degree of control do not necessarily increase success and performance in emerging markets Local strategies are useful yet insufficient to draw conclusions for increased performance]