



A Review of the Internationalization Strategies of Emerging Market Multinationals: Evidence from India

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Abstract

The growing prominence of emerging market multinationals in international trade has been a recent phenomena and a salient aspect of globalization. This trend has drawn considerable attention of researchers to study this phenomenon in depth. Subsequently over the years, various theories and models have evolved to explain the competitive advantages, chief motivations and mode of entry of firms involved in international production. At a theoretical level, the paper aims to review the existing strands of literature explaining the theories of internationalization and explore their adequacy in explaining the strategic behavior of emerging market multinationals. The study also aims to study the nature of ownership advantages possessed by Indian multinationals besides the nature of their motivation behind their international investments and their preferred mode of entry.

Key words: Emerging market Multinationals, Internationalization, Mergers and Acquisitions and Foreign Direct Investments.