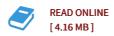




## Reliance on Foreign Markets: Multinationality and Performance

By Makoto Nakano

Springer-Verlag Gmbh Nov 2013, 2013. Taschenbuch. Book Condition: Neu. 241x162x15 mm. - This study examines the relationship between multinationality and the performance of Japanese manufacturing companies during the period 1999 2008 by using geographic segment information. Despite the enormous interest in and importance given to multinationality from the academic and business worlds, prior findings about the multinationality performance relationship are conflicting and inconsistent. The overall results of the present study show that multinationality has a positive impact both on accounting performance and on market-based performance. In additional tests, Japanese electric and electronic equipment companies reliance on the Asian market was found to have a negative impact on profitability and no significant impact on firm value, whereas reliance on other foreign markets such as the Americas and the EU had a positive impact on profitability and firm value. The multinationality performance relationship cannot be generalized and varies among geographic regions. This book contributes to both the multinationality performance literature and the geographic segment reporting literature by offering empirical evidence about Japanese manufacturing companies and comparing them with prior findings about American companies. 35 pp. Englisch.



## Reviews

This kind of pdf is every thing and made me seeking ahead plus more. It is probably the most amazing ebook i have study. I am quickly can get a enjoyment of reading a composed pdf.

-- Florence Rutherford DDS

Definitely among the best ebook I actually have possibly read through. It is really simplified but unexpected situations in the 50 % from the publication. You wont truly feel monotony at at any time of the time (that's what catalogues are for concerning in the event you ask me).

-- Jerald Champlin II