



Multinational Corporation Subsidiaries in China: An Empirical Study of Growth and Development Strategy (Chandos Asian Studies Series)

Jinghua Zhao, Jifu Wang, Vipin Gupta, Tim Hudson

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This comprehensive study examines the global strategies of multinational corporations (MNCs), the strategic evolution and the categories of their subsidiaries in China based on 150 MNCs. It is the first large-scale project of this nature to be conducted. The research has significant bearing on strategic planning for firms that have set up, are setting up or are planning to establish subsidiaries in China, and the firms that try to compete in the global marketplace. The findings are significant for the West, owing to the current economic crisis and the need to determine if subsidiary expansion strategies will help Western firms achieve the portfolio effects in operations and avoid the harmful impact of macro events such as the existing global financial crisis. Additional empirical findings, analysis, discussions, and suggestions for future studies are also presented.

- Systemically reviews and summarizes the latest theories about MNCs' subsidiaries, analyzing the four main streams of research schools
- Uses first-hand data from MNCs' subsidiaries of more than 20 industries from more than 10 countries including: USA, Japan, South Korea, and the European Union by way of two rounds of studies in 2001 and 2006
- Analyzes strategic evolution models and evolution trends of subsidiaries of MNCs in China

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