

Management , Business Strategies and Organisation of National and International Business

Miss. Ankita Naresh Pawar

Assistant professor, Modern Education Society's Nowrosjee Wadia College, Pune, Maharashtra, India

Abstract: *This research aims to provide guidance to companies seeking to initiate a process of internationalization , discusses possible strategies and methodologies that can be followed to succeed in this process. It is based on a case study focused on Inditex group, although it is a descriptive research , tries to give a clear focus to consider , on proven theories supported in addition to the strategic and operational structure of our case study. Our main results conclude in determining a variant strategy for each company, but can come from the sane schema international diversification, which is crucial part of business development and its main strength should be good management skills. This paper is part of a review of the literature of international business and international management which attempts to highlight the strengths and weaknesses of the two traditions and build conceptual bridges between them. The complementary strengths of the two traditions should enable international business theory to develop greater relevance without losing its rigorous grounding. Today, business is acknowledged to be international and there is a general expectation that this will continue for the foreseeable future. International business may be defined simply as business transactions that take place across national borders. This broad definition includes the very small firm that exports a small quantity to only one country, as well as the very large global firm with integrated operations and strategic alliances around the world . Within this broad array, distinctions are often made among different types of international firms, and these distinctions are helpful in understanding a firm's strategy , organization , and functional decisions. (for example , its financial, administrative, marketing, human resource, or operations decisions). One distinction that can be helpful is the distinction between multi -domestic operations, with independent subsidiaries which act essentially as domestic firms, and global operations, with integrated subsidiaries which are closely related and interconnected. These may be thought of as the two ends of a continuum , with many possibilities in between . Firms are unlikely to be at one end of the continuum, though, as they often combine aspects of multi-domestic operations with aspects of global operations. European corporations, enmeshed in a symbiotic relationship with national banks and the state, have traditionally disdained the aggressive, profit-maximizing behaviour of their U.S. counterparts. But the pressures of globalization and economic integration are now compelling European corporations to manage with an American accent. The continent's engagement with the global economy will be mediated in large measure by the capacity of European companies to adapt their strategies and structures to the modern world.*

Keywords: International Business

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