

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 8th May 2018**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Cristina Villar, PhD

University of Valencia, Spain

will present the article:

**“Managing inter-regional expansion in the multinational: the
springboard subsidiary”**

“In expanding out of their home region, multinational companies often face a situation where neither the local unit nor the headquarters possesses the competences and experiential knowledge to develop business abroad. In such cases a springboard subsidiary –a type of intermediate unit endowed with distinctive capabilities- can facilitate the adaptation to the particularities of the host country. This unit will assume part of headquarters’ functions (coordination, control and knowledge creation) in a dynamic model of “co-parenting” that evolves across several stages, offering a tool to prevent any value destruction due to a lack of understanding about cultural differences in the region.

We illustrate this strategy with the case of multinationals using their Spanish subsidiary to manage the internationalization into Latin America, serving as a bridge between headquarters and local subsidiaries in that they share institutional and business ties with both. This research emerges as part of a broader project including qualitative and quantitative studies in order to shed light on this novel phenomenon. ”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 7th May 2018.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

