



Competitive Advantage of Sino-British Joint Venture

By Junaid Javaid

GRIN Verlag. Paperback. Condition: New. 36 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Project Report from the year 2013 in the subject Business economics - Business Management, Corporate Governance, University of Bedfordshire, course: MBA, language: English, abstract: This report is written on the topic named Competitive Advantage of Sino-British Joint Ventures in China. This study has examined five Sino-British Joint Ventures (one company each from the Chemical, Telecommunication and Environmental Consulting Sectors). In general the large number of Multinational Enterprises (MNEs) and domestic companies operating in China are increasingly becoming competitive. In this regard, Joint Ventures based on Sino-British orientation are facing tough competition in the Chinese territory. Majority of studies conducted on the International Joint Ventures (IJV) are seems to focus more on partnership and with its related issues (Ownership and Control, Cultural Differences, Cross-Cultural Management, Strategic Goals and Formation, Technology Transfer and Performance). It has been determined that competitive issues are appeared to be neglected. This report is aims to discuss the Joint Ventures competitive success and failure from the perspective of Resource-Based View (RBV) and Strategic Positioning by taking into consideration the significant factors (Partnership and Locational Specific Factors). Different Case Studies are examined on the basis of...



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