

MARKET ORIENTED AND PRODUCTION ORIENTED REGIONALIZATION VS. GLOBALIZATION OF MNEs: A BASIS FOR HOLISTIC COMPREHENSION

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ABSTRACT

This paper presents a holistic discussion to aid in understanding the regionalization vs. globalization of multinational enterprises (MNEs) with regard to their foreign expansion from a market orientation as opposed to a production orientation, and examines the variables of mediation. It is proposed that there are distinct rationales for either orientation and that the variables of integration, responsiveness and environmental uncertainty will mediate the regionalization or globalization of MNE foreign expansion.

Keywords: