

**REGIONALIZATION STRIKES A BALANCE: MANAGING PANDEMIC AND GLOBAL DISRUPTIONS IN INTERNATIONAL BUSINESS**

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**ABSTRACT**

The COVID-19 pandemic has caused great consequences not just in human suffering but also in international business management. Nationalistic tendencies over the last decade had already been negatively affecting globalization. It is possible that such types of sudden, unpredictable, global disruptions may well become more common, and it is imperative for MNEs to look for solutions to mitigate negative consequences and effectively manage through such crises. This paper develops a propositional framework to advance the regionalization strategy solution as a balanced approach for MNEs to effectively manage through such global disruptions.

Keywords: *MNE, international business, regionalization, globalization, global disruptions, pandemic*