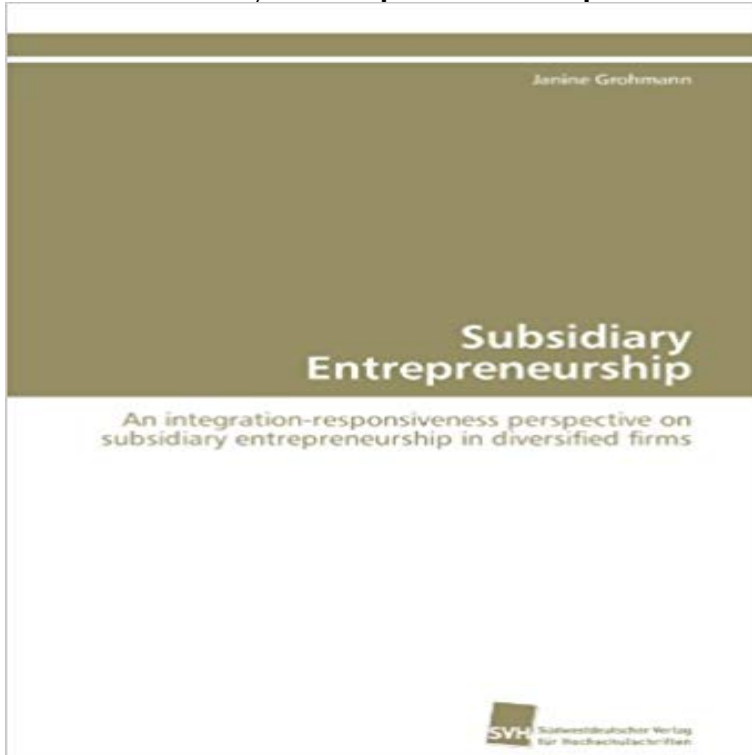


# Subsidiary Entrepreneurship: An integration-responsiveness perspective on subsidiary entrepreneurship in diversified firms (German Edition)



Over the recent years, MNCs have experienced an increasing need to continuously generate innovations and improvements in order to remain competitive in their respective markets. To achieve this, entrepreneurship activities of multinational subsidiaries have come into focus. Existing publications are primarily focused on the subsidiaries perspective when analyzing subsidiary entrepreneurship while the headquarters point of view is often disregarded. This book at hand intends to change this by explicitly considering headquarters perspective. Based on eight case studies, the following two research questions are examined: (1) how does headquarters strategy towards subsidiary entrepreneurship look like? And (2) do companies that act in different organizational environments pursue different strategies? The concept of organizational environments is based on Bartlett & Ghoshal (1989) who differentiate between international, multinational, global, and transnational environments. The underlying case study analysis suggests a relationship between organizational environment and pursued subsidiary entrepreneurship strategy of a MNC.

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