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## **TRANS-NATIONALISATION OF A MAIN OFFICE IN A MULTINATIONAL FIRM**

### **Abstract:**

The purpose of this research is to prove quantitatively whether the transformation of the international business model of a Japanese multinational firm has influenced the trans-nationalisation and diversity in the main office in Japan. Moreover, it is proving quantitatively the influence of the management on the move-in region by trans-nationalisation and diversity of a Japanese main office. According to the previous research, it was traditionally one of the big traits of the personnel system of a Japanese multinational firm that trans-nationalisation of employment does not progress as compared with a European or American company. However, the consciousness of the top managers of a Japanese multinational firm is changing recently. The top managers of Japanese multinational firm recently faced the big transformation of the management environment that an emerging-countries market grows up rapidly, while the Gross Domestic Product of Japan fell to the third in the world. As a research methodology, a questionnaire was given to the multinational firms which has advanced to emerging countries. In conclusion, it was verified that trans-nationalisation of a main office has progressed because the international business model in the emerging countries of a Japanese firm converted. Moreover, it was verified that trans-nationalisation of a main office has promoted the relationship with various stakeholders in an emerging country as an effect on management.

### **Keywords:**

international business model, trans-nationalisation, Japanese multinational firm, emerging country, questionnaire

**JEL Classification:** M16, M14, M10