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CHANGES IN THE INTERNATIONAL NETWORK OF JAPANESE ELECTRONICS MANUFACTURERS

Abstract:

The purpose of this research is to compare and analyse the actual selection of the area where a Japanese company expands overseas in the electrical industry and the influence on the business results of each individual company. The first purpose of this research is macro analysis, where the aim is to understand and consider the decision-making of Japanese electronics manufacturers as 'collective intelligence' about the trend of locations where the bases are deployed as a whole. The second purpose of this research is a microscopic analysis of the influence of the choice of overseas base development on the business performance of individual companies. The influence of the degree of fitness between strategy and organization on companies' competitive advantage and profitability was focused. As a research methodology, a database was constructed and analysed regarding actual overseas expansion trends of companies. As a result of macro analysis, compared with the rapid changes in the global economic environment, the actual situation of overseas expansion of Japanese electronics manufacturers has not changed much from the past, and it will be a challenge for Japanese companies. As a result of a micro analysis, a model was verified that showed the optimal choices for overseas expansion through indicators related to the strategy, such as the degree of vertical integration and diversification of companies.

Keywords:

Overseas expansion, multinational corporation, source of competitive advantage, vertical integration, diversification

JEL Classification: M16, M11, M21