

## MULTINATIONAL COMPANIES' RISK MANAGEMENT STRATEGIES EVOLVING ON THE BRINK OF THE NEW ECONOMIC ERA

Mykhailo Rushkovskiy<sup>1</sup>, Dmytro Rasshyvalov<sup>2</sup>

**Abstract.** In today's dynamic macroeconomic environment, multinational enterprises (MNEs) must have a well-defined approach to risk management in order to survive and thrive. The risk management strategies employed by MNEs must adapt to the ever-changing global economy and the associated geopolitical and climatic changes. Furthermore, the clear prospects for further developments in risk management research create new determinants for the evolution and development of corporate governance systems in MNE. This is especially true in the New Economic Era, where globalization has opened markets to new opportunities and threats. Risk management is a critical factor that impacts the financial, operational and strategic success of MNE. Therefore, it is imperative that MNE invest in developing robust risk management strategies that can keep pace with the ever-changing world economic system. Failure to do so could encourage potential business risks such as financial liabilities, low customer satisfaction, or reputational damage. It is clear that risk management is an essential part of ensuring success for MNEs in today's dynamic macroeconomic environment. The subject and object of research are defined as corporate strategies of risk management of MNE (including the approach to work with uncertainty, randomness and probabilistic thinking) and the process of their determination through the prism of influence of global economic determinants and the emerging New Economic Era. The reliability of the obtained results and conclusions of the research is substantiated by the choice of a natural methodological strategy, which includes description, explanation and prediction. Research methodology is based on a combination of methods: theoretical analysis, synthesis, comparison, systematization, and generalization of scientific literature. The aim of the research is to identify the main corporate strategies of risk management in MNEs, taking into account global economic changes, and to develop recommendations for their implementation. The studied risk management focusing exclusively on the past financial indicators of MNE activity and the conducted analysis of the emerging global challenges of the New Economic Era show a gap between the existing approaches to the formation of risk management strategies, which are based only on international standards (including reporting standards), and the urgent needs of MNEs dictated by global economic determinants. The research also creates clear prospects for further developments in the area of risk management strategies. It is suggested that more advanced approaches should be developed that take into account the dynamic nature of the international economic environment and its influence on the risk management strategies of MNEs. In conclusion, the research shows that existing corporate risk management approaches are not effective enough to respond to global economic, geopolitical, technological and social changes. Therefore, it is imperative for MNE to develop more advanced risk management strategies that can better address these changes. In addition, it is important for MNE to consider incorporating predictive analytics into their risk management processes to better anticipate potential risks before they occur.

**Key words:** risk management strategies, risk management, globalization, new economic era.

**JEL Classification:** B22, D81, E44, F6, G32

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# Multinational Management Text

**Paul W. Beamish**

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**Contemporary Corporate Strategy** John Saei,2007 With the onset of the third millennium increasing numbers of corporations around the world have been undergoing cultural and mindset shift paradigms whilst developing corporate strategies that are increasingly attuned to the highly competitive and dynamic business realities arising from globalising national economies around the world This research book represents an eclectic collection of latest research articles and empirical studies conducted in different parts of the world on corporate strategy including usually neglected countries of study such as Germany Turkey Greece and Spain This research book contains over twenty research papers examining various aspects of corporate strategy in different national and international settings this book is intended to equip readers with the latest knowledge to understand the complexities of corporate strategy both at a theoretical and operational levels Further the book is specifically written with the needs of the students of strategy both at an undergraduate and postgraduate who may want to gain contemporary knowledge of strategy based on empirical research **International Business** K. Praveen Parboteeah,John B. Cullen,Sahrok Kim,2024-01-23 International Business Perspectives from Developed and Emerging Markets provides students with a balanced perspective on business in a global environment exploring implications for multinational companies in developed and emerging markets This is the first text of its kind to emphasize strategic decision making as the cornerstone of its approach while focusing on emerging markets Traditional topics like foreign exchange markets and global competition are contrasted with emerging operations like Chinese market intervention and Islamic finance to provide students with an understanding of successful business strategy Readers learn to develop and implement these strategies across cultures and across economic legal and religious institutions in order to cope with competitive players in the global landscape Application based chapters open with reading goals and conclude with case studies and discussion questions to encourage a practical understanding of strategy This third edition has been thoroughly updated to reflect the

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Corporate Environmentalism in China and Taiwan

T. Tsai,2001-12-17 China and Taiwan are two of the fastest growing economies of the newly industrialized countries Much of their growth has come from multinational companies partly it has often been assumed because the region provides a pollution haven which the multinationals would not enjoy elsewhere Corporate Environmentalism in China and Taiwan tests this hypothesis with detailed empirical research Focusing on the chemical sector the author compares the policies and behaviour of three multinational corporations with three large local firms The research shows that in fact the multinational companies have out performed local companies in the phenomenon of greening

**Handbook of International Business**

Ingo Walter,Tracy Murray,1982 **Business Books and Serials in Print** ,1977 **The Long View** Hans

Tendam,2010-01-27 Strategic thinking rather than strategic planning is the key to sustainable success Strategy involves a broader look a deeper analysis and a longer time frame Strategic thinking is about considering the consequences of developments and possible developments of actions and possible actions on the success prosperity and continuity of people organizations or communities And it is about the kind of success prosperity and continuity that we seek This study explores strategic thinking on the basis of strategy literature and cognitive psychology It reviews studies of how strategic decision makers operate including the military It helps to recognize strategic thinking ability in individuals to teach strategic thinking and to foster it in those at the helm directors executives commanders and public administrators

The Publishers' Trade List Annual ,1985

## **Multinational Management Text** Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has been more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Multinational Management Text**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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