

DBA 304

International Business Finance



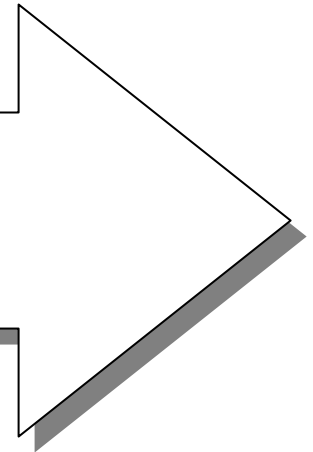
Week 12

The Role of Finance in International Business



- Growing importance of international networks
- Growing importance of local responsiveness
- Growing importance of cost flexibility/global economies of scale
- Growing importance of the management of intangible assets (e.g. brands, training, technology)
- Internationalisation of financial intermediation
- Internationalisation of knowledge/information

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Specific Factors That Appear to Affect International Success

- Human Resources
- Suitability of Products
- Strategic Vision
- Product Quality
- Cost Control
- Suitability of the Foreign Partner
- Pricing in the Local Market
- Brand Awareness
- Distribution and Logistics
- Economic Factors
- Market Information
- Feedback from the Market
- Timeliness of the Entry
- Infrastructure
- Intellectual Property Protection
- Expatriate Costs
- Speed of Localisation
- Technical Resources
- Financing
- Foreign Exchange Repatriation
- Government Interference
- Political Links

The New International Financial Environment

