

Rashi Arora

International Business Environment

B.B.A. Semester-V



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*Prepared as per the syllabus prescribed by the Rashtrasant Tukdoji Maharaj
Nagpur University*

International Business Environment

B.B.A. (Semester – V)

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Preface

I am profoundly pleased to present this book 'International Business Environment' as per the new syllabus of B.B.A. (Semester - V) Nagpur & Other Universities for the students of Economics and Commerce.

International Business Environment is a wide and diverse area. I have tried to do justice to the subject as per the syllabus and have covered various dimensions related to the themes. The book also highlights the economic environment of India with changing opportunities in the global era.

The book is divided into four parts :

- Unit - I of the book deals with all the important theoretical framework of international business environment and modes of entry into international business, internationalization process and managerial implications, issues in foreign investments, technology transfer, pricing and regulations, international collaborative arrangements and strategic alliances and the concept of balance of payments.
- Unit - II of the book deals with the demographic, social, cultural, political and legal dimensions of international business environment and their impact on international business.
- Unit - III of the book deals with the various aspects of world trade in goods and services and major trends and developments, foreign investments pattern, structure and effects, movements in foreign exchange and interest rates and their impact on trade and investment flows.
- Unit - IV of the book deals with the International Economic Institutions and Agreements

I have referred to a number of standard books, latest information available from government publications, speeches, articles, journals, bulletins all that has been well said or written on the subject to make the book up to date and give a wide coverage. Explanations have been supported by statistical data and measures taken in recent years by the Government, International Institutions and Bodies.

I welcome constructive suggestions. With a belief of amicability and friendliness of the book towards the students of the subject, I present this book.

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