

INDEX

Note: Page numbers followed by “*n*” indicate notes.

- Academy of International Business (AIB), 26
- Acquisitions, 343
- Administrative distance, 320
- Affiliation to domestic BG, 139
- Affiliation to international BG, 139
- Agribusiness, 35
- Airbnb, 74
- Akaike Information Criterion (AIC), 140
- Alexa* (Amazon digital assistant), 368
- Alibaba, 89
- Amadeus database, 265
- American Intellectual Property Law Association (AIPLA), 365
- Apache SystemML, 368
- Artificial intelligence (AI), 14, 351, 364
 - patents, 366–370
- Assets under management (AUM), 35
- Association of American Publishers (AAP), 365
- Automotive supply network, 452–453
- Average marginal effect (AME), 143

- Baby Boomers, 419
- Baidu, 89
- Banana republics, 87
- Basel Treaty (1992), 376
- Baseline model, 140
- Bayesian information criterion (BIC), 318
- “Beyond Petroleum” campaign, 85
- “Big, distant partners” alliances, 16, 326
- Big Three, 438
- Bilateral investment treaties (BITs), 197, 213*n*1
- Blackboard Learn, 369
- BlackRock Inc., 35
- Boxever*, 368
- Brand loyalty, 424
- Brazil’s agribusiness sector, 37
- British Copyright Council (BCC), 365
- British Empire, 68
- British Telecom, 340
- Bundesverband Musikindustrie (BVMI), 365
- Bureaucracy, 112
- Business
 - group affiliation, 9
 - history research, 81
- Business Environment and Enterprise Surveys (BEEPS), 161
- Business groups (BGs), 130–131
 - affiliation, 134–135, 138
 - findings, 139–144
 - impact of firm size on business
 - group affiliation–exporting relationship, 136–137
 - measures and variables, 138–139
 - moderating impact of business
 - group international orientation, 135–136
 - sample and data, 137–138
- Business process reengineering (BPR), 347

- Capabilities, 46, 48
- Capitalism, 411
 - framework, 115–119
- Cash holdings, 266
- CEMEX case, 52
- Central Intelligence Agency (CIA), 87
- Chaebol*, 131

- Chartered Institute of Patent Attorneys (CIPA), 365
- Chief Executive Officer (CEO), 287
- China, 289
developing export activities to, 290–291
- Chinese context
institutional challenges in, 288–290
political and cultural challenges in, 289–290
- Chinese institutional context, 14
- Chinese market, 288
- Chinese MNEs, 82
- Citicorp study, 65
- Co-evolution, 223
- Cogito* (technology improves emotional intelligence of customer service representatives), 368
- Collaboration in service activities, 304–305, 307
- Collinearity, 139
- Company self-regulation, 10
- Competence-creating motive, 178–179
- Competence-seeking MNE strategies, 10–11
- Competitiveness of Enterprises and Small-and Medium-Sized Enterprises (COSME), 137
- Complementary, Appropriability, and Transferability (CAT), 3–4
- Computer & Communications Industry Association (CCIA), 365
- Configuration of service activities, 304, 307
- Connectivity, 303–304, 306
- Content analysis, 278–279
- Contextual intelligence, 6–7, 84–89
- Control of corruption (CC), 180
- Coordinated market economy (CME), 116–118
- Coronavirus, 64, 66
- Corporate anti-corruption policies (CACP), 174
- contributions, 186–187
- deterrent effect, 182
- efficacy, 176
- impact, 177
- limitations and future research, 187–188
- Corporate governance, 119
- Corporate self-regulation, 174–176
- Corporate social responsibility (CSR), 174
- Corporate sustainability (CS), 436
(*see also* Environmental sustainability strategies)
diffusion of CS practices, 436
hypotheses development, 440–445
methods, 445–450
practices, 19
results, 450–452
theoretical background, 438–440
- Corporate visibility, 439
- Corporations, 177
- Corruption, 175–176
- “Country-of-origin” principle, 301
- Country-specific advantage (CSA), 53, 265
- COVID-19, 4, 6, 64–66
- Cox measures, 140
- Cultural constraints, 14
- Cultural distance, 319–320
- Cyclical globalization, 65–67
- Data collection strategy, 247–248
- De-globalization, 82
- Degree of internationalization, 369
- Demand side of corruption, 174
- Developmental change, 223
- Diffusion of CS practices, 436
- Digital platforms, 5–6
and international management, 72–73
- Digital services, 341
- Direct network effects, 73
- Disrupting cycle, 341–342
- Distance measures, 313
- Distances, 313

- Diversification, 74–75
- Doctor of Business Administration (DBA), 30
- Drivers, 73
- Dynamic capabilities theory, 377, 381
- Echo Boomers, 418
- Eco-efficiency, 18
- Eco-Management and Audit(ing) Scheme (EMAS), 18, 392, 400
 - standards, 400
- Economic
 - approach, 98
 - distance, 320–321
 - freedom, 13, 265, 268
 - geography, 300, 303
 - globalization, 376
 - populism, 7–8
- Economic Freedom of the World index (EFW index), 248, 268
- Ecosystems, 344
- Effects of EMS, 400
- Efficiency-seeking
 - MNE strategies, 10–11
 - motive, 177–178
- Embeddedness, 400
- Emerging market multinational enterprise (EMNE), 326
- “End of History” hypothesis, 83
- Endogeneity tests, 276–277
- Environmental, health, and safety (EHS), 437
- Environmental management systems (EMS), 18
 - standards, 400
- Environmental resource constraints, 393
- Environmental responsibility, 423
- Environmental self-regulation, 177
- Environmental sustainability
 - strategies, 17–18, 377
 - (see also Corporate sustainability (CS))
 - conceptualization, 382
 - control variables, 387
 - descriptive findings, 381
 - determinants of adoption of, 382
 - findings, 381–393
 - impacts on international performance, 387
 - methods, 381
 - proposal of conceptual model and respective theoretical propositions, 387–391
 - theoretical currents on adoption of, 378–381
- Estimation approach, 181, 202–203
- EU High-Level Group on Business Services*, 302
- European Bank for Reconstruction and Development (EBRD), 157
- European Broadcasting Union (EBU), 365
- European Business Environment Barometer (EBEB), 403–404
- European International Business Academy (EIBA), 78
- European Union (EU), 32, 137, 400
 - Eco-Management and Auditing Scheme, 405
 - Services Directive, 302
- European Writers’ Council (EWC), 365
- Ex-ante agreements, 11
- Export
 - performance, 387
 - propensity, 138–139
- External knowledge, 156
 - analysis and results, 164
 - empirical analysis, 161–163
 - methodology, 164
 - theoretical background, 157–160
- Factor assessment model, 320
- Fazer Bakeries, 229–232
- Financial crisis, 83

- Firm-specific advantages (FSAs), 49, 265
- Firm(s), 156, 159, 240
internationalization, 133–134
size, 136–137
- “5G-Verticals Innovation Infrastructure” (“5G-VINNI”), 352
- Foreign Corrupt Practices Act, 175, 177, 186
- Foreign direct investment (FDI), 10, 26, 64, 80–81, 97, 111, 174, 194, 212, 312, 403
control variables, 202
dependent variable, 199–200
- Foreign external knowledge, 159–160
- Foreign Investment Review Agency (1973), 26
- Foreign investors, 194–195
- Foreign knowledge acquisitions, 10
- Foreign market corruption, 176
- Foreign multinationals, 291
- Formal institutions, 222
- Fraser Institute, 265, 268
- General Agreement on Tariffs and Trade (GATT), 57
- General Society of Authors and Editors (SGAE), 365
- Generation(al)
cohorts, 418–419
differences, 419
gaps, 419
Generation Me, 418
Generation X, 419
Generation Y, 418–419
Generation Z, 419
- Geographic distance, 320
- German Association for Protection of Industrial Property and Copyright Law (GRUR), 365
- Ghana–Switzerland BIT, 197
- Global cities, 312–313
- Global City Index, 318–319, 335–336
- Global elites, 2, 34
- Global factories, 83
- Global Financial Centres Index (CFCI), 320
- Global integration (GI), 30–31
- Global integration and local responsiveness (GI/LR), 48
- Global network effects, 5–6
- Global production networks (GPNs), 64–65
cyclical globalization, 65–67
question, 68–70
structural change, 67–68
- Global Reach*, 27
- Global Reporting Index (GRI), 392, 412
- Global strategic analysis, 45–46
- Global System for Mobile Communications (GSM), 347
- Global value chains (GVCs), 55, 83
- Globalization, 4–5, 23, 63–64, 69 (*see also* Internationalization)
goodbye, 32–39
of markets for services, 308
- Goodbye globalization, 32–39
- Google cloud, 364
- Government as strategist perspective (GaS perspective), 109, 112–113
- Government(s), 28–29 (*see also* Host governments)
effectiveness, 203
government–MNC relations, 29
in guiding private firms, 400
- “Grease in the wheel” hypothesis, 175, 177
- Gross Domestic Product (GDP), 139
- Guanxi, 293
- “Hard discounter” business model, 226
- Harvard Multinational Enterprise Project (Vernon), 78
- Headquarters (HQ), 29

- Heckscher–Ohlin trade theory, 80
- Heterogeneity, 109
- High income countries, 208
- History
 - contextual intelligence and, 84–89
 - in IB studies, 79
- Home-country institutions, 10
- Hosmer–Lemeshow classification test, 140, 142
- Host country
 - economic freedom, 267–269
 - institutional risk, 244
- Host country dispute settlements (HCDS), 194
 - effect, 195
 - existence, 200
 - results, 203–210
- Host governments, 194
 - effect of host government interference on FDI decisions, 198–199
 - interference in foreign firms' operations, 197–198
- Host market-specific experience, 249
- Host-country institutions, 10, 13
- Human resources (HR), 226
- Hybrid organizations, 108
- Hyper-globalization, 69–70
- Hysteresis hypothesis, 199

- IAS38 on intangible assets, 264
- IBM, 88
- Ideological
 - approach, 98
 - populism, 7–8
- Income groups, 207–210
- Industry, 49
- Inequality, 78, 85
- Informal institutions, 222
 - case studies and, 232–234
 - changes in, 222–225
- Information and communication technologies (ICT), 2–3
- Innovation systems, 156
 - in transition economies, 157–159
- Inspiration, 39–40
- Institution(al), 47–49, 98, 288–289, 301–302
 - agents, 98
 - approaches, 222
 - change, 224, 340
 - dynamics, 37
 - institutions 2. 0, 1–2
 - logics, 221
 - pressures, 224
 - risk, 248
 - theorists, 37
 - theory, 17, 36, 265, 267, 378–380
- Instrumental variable (IV), 276
- Intangible assets of MNE foreign subsidiaries, 264
 - content analysis, 278–279
 - country-level data, 270–271
 - data sources and sample, 269–270
 - descriptive statistics, 272–274
 - endogeneity tests, 276–277
 - hypotheses development, 266–269
 - hypothesis testing, results, 274–276
 - limitations and suggestions, 281
 - practice implications, 280–281
 - research setting, 269
 - robustness tests, 277–278
 - theory implications, 279–280
 - variable definitions, 271–272
- Intellectual path dependency
 - limitations in IB, 79–84
- Intellectual property (IP), 364
- Intellectual Property Owners Association (IPO), 365
- Inter-American Association of Industrial Property (ASIPI), 366
- Inter-organizational ties, 136
- Interactions, 400
- Internalization theory, 30–31, 84
- International alliances formation, 313
 - contributions to existing literature, 327–329
 - findings, 321–323
 - importance of location, 314–315

- limits, perspectives, 329–330
- managerial implications, 329
- methods, 317–321
- operationalization and variable presentation, 319–321
- reinterpretation of empirical configuration, 323–327
- theoretical framework and typology, 314–317
- International Alliances Per American City, 337–338
- International Association for the Protection of Intellectual Property (AIPPI), 366
- International BGs, 136
- International business (IB), 1–3, 24, 46, 77, 97, 220, 300, 364, 376
 - contextual intelligence and history, 84–89
 - evidence in IB literature and future research, 121–123
 - goodbye globalization, 32–39
 - host-country institutions in, 10
 - intellectual path dependency limitations in, 79–84
 - populism and, 99–102
 - research
 - research, 6, 17, 220
 - research agendas, 24
 - retrospection, introspection, and inspiration, 39–40
 - scholars, 38
 - scholars, 78–79
 - theory, 30
 - in time of troubles, 24–32
- International Center for the Settlement of Investment Disputes (ICSID), 195
 - as source of host government interference, 200
- International Chamber of Commerce (ICC), 200, 366
- International Confederation of Societies of Authors and Composers (CISAC), 366
- International Council on Archives (ICA), 366
- International diversification (ID), 249
- International experience, 244
- International Federation of Actors (FIA), 366
- International Federation of Intellectual Property Attorneys (FICPI), 366
- International Federation of Library Associations and Institutions (IFLA), 366
- International Federation of Pharmaceutical Manufacturers Associations (IFPMA), 366
- International Federation of the Phonographic Industry (IFPI), 366
- International finance, 266
- International investment agreements (IIAs), 194–195
- International investment dispute settlement process, 198
- International management, 72
 - digital platforms and, 72–73
 - implications for, 74
- International market entry studies, 240
- International Monetary Fund (IMF), 272
- International new ventures (INVs), 130
- International performance, 376
- International Publishers Association (IPA), 366
- International re-entry risk
 - trade-offs, 251
 - variables, 248–249
- International risk trade-offs, 241–242
- International services, 300–301
 - characteristics, 302–305
 - policies, institutions, and, 301–302
- International Standardisation Organisation (ISO), 400

- effects, 411
- ISO 14001 standard, 400
- International strategic alliances
 - (ISAs), 311, 313
 - firm characteristics, 316
 - importance of distance, 316–317
 - location characteristics, 315–316
 - predictors, 315–317
- International strategic analysis, 47–49
- International trade, 364, 376
- International Trademark Association (INTA), 366
- Internationalization, 74–75, 130, 132–133, 240
 - capitalism framework, 115–119
 - of digital businesses, 72
 - duality of state as owner, 110–113
 - of hybrid SOEs, 110
 - relational co-owners, 113–115
 - theory, 100
- Introspection, 39–40
- Inventorship, 366–367
- Investment
 - motives, 174, 177–179
 - treaties, 197
- Investor(s), 198
 - investor–state dispute settlement, 195
- Inward internationalization, 35
- Italian Federation of the Music Industry, 366
- Japan Intellectual Property Association (JIPA), 366
- Japanese MNEs, 82
- Japanese organizational practices, 39
- Japanese Overseas Investment*
 - database, 179–180
- John Paul* (machine learning technology), 368
- Keiretsu*, 131
- Knowledge Ecology International, Inc. (KEI), 366
- Kyoto Protocol (1997), 376
- L'Association Acadienne des Artistes Professionnels du Nouveau-Brunswick (AAAPNB), 366
- Latent class analysis (LCA), 313, 318
- Legacy removal, 344, 346–347
- Legitimacy, 225
- Liability, 440
- Liability of stateness perspective (LoS perspective), 109, 111–112
- Liberal market economy (LME), 116–117
- Lidl, 221, 226–228
- Likelihood ratio test, 140
- Liquid assets, 266–267
- Local knowledge acquisitions, 10
- Local legitimacy, 225
- Local network effects, 5–6, 73
- Local responsiveness (LR), 2–3, 30–31
- Location choice, 314
 - for production subsidiaries, 174
- Location strategy, 174
- London interbank offered rate (LIBOR), 279
- Low-income countries, 208
- Lower-middle-income countries, 208
- Market(s), 132
 - entry, 220
 - exit, 242
 - market-seeking investment, 178
 - market-seeking MNE strategies, 10–11
 - market-seeking motive, 178
 - market-specific learning, 241
 - re-entry, 240, 247
 - risk, 248
- Measurement, 74–75
- Micro-locations, 312–313
- Millennials, 19, 418–419
 - brand loyalty, 424
 - consumer, 421–422
 - generation, 420–421
 - limitations, 431
 - managerial implications, 430
 - marketing to, 422–423

- methodology, 425–427
- model and hypothesis, 423–425
- results, 427
- social and environmental concern, 423–424
- status consumption, 424
- technology savviness, 423
- Mistrust, 295
- Mixed logit models, 174, 181
- Mixel Agitators, 290
 - cultural challenges, 293–294
 - developing export activities to China, 290–291
 - political challenges, 292–293
 - production and sales subsidiary in Beijing, 291–292
- Montreal Agreement (1989), 376
- Multi-level strategic context, 55–57
- Multilateral investment treaties (MITs), 197
- Multinational companies (MNCs), 27, 33, 376
 - impact, 31
 - MNC-government, 29
 - organization, 29–30
- Multinational enterprises (MNEs), 1–2, 38, 78–80, 97, 109, 174, 176, 179, 220, 222–225, 240, 264, 344 (*see also* State-owned enterprises (SOEs))
 - agribusiness, 85
 - and informal institutions, 222
 - and informal institutions in host industry, 225–234
 - manufacturing, 86
 - re-entry strategies, 12
 - Western MNEs, 87–88
- Multinational Enterprises and the Global Economy*, 78
- Multinational firms, 46, 74
- Multinational mobile telephony companies (MNMTCs), 340
 - disrupting cycle, 341–342
 - initial organizational solutions, 350–351
 - local monopoly to, 346–349
 - managerial perspectives on current radical change, 353–356
 - methodology, 350–353
 - organizational approaches to radical change, 342–346
 - post-2017 organizational solutions, 351–353
 - radical transformation, 342
 - transforming, 349
- Multinationals, 78
 - investments, 80–81
- Music Publishers Association (MPA), 366
- Mutual dependence, 68–69
- Nagelkerke's R^2 measures, 140
- National champions, 85
- National Energy Program (1980), 26
- National external knowledge, 159–160
- National firms, foreign operations of, 72
- National network effects, 5–6, 73
- Nationalism, 4, 66
- Natural environment, 376
- Neoliberal global order, 37
- Neomedievalists, 63
- Network(s), 130
 - centrality, 443–445
 - characteristics, 133–134
 - diversity, 133
 - effects, 72–75
 - linkages, 132–133
 - relationships, 132
 - resources, 135
 - ties, 136
- New international economic order (NIEO), 25
- New public management, 400
 - data and method, 403–406
 - propositions, 402–403
 - results, 406–410
- New ventures (NVs), 130
 - export propensity, 134–135, 138

- internationalization and network linkages, 132–133
- network characteristics and firm internationalization, 133–134
- Nixon Shock, 25, 33
- Non-affiliation, 139
- Non-global partners, 324–325
 - alliances, 16
 - and experienced partners, 326–327
- Non-Western MNEs, 88
- North–South intergovernmental dialogue, 25
- Norwegian School of Economics (NHH), 351
- Norwegian University of Science and Technology (NTNU), 351
- NUTS classification scheme, 405

- One-sided network effects, 72–73
- OpenNN, 368
- Ordinary least squares regression (OLS regression), 250–251
- Organization studies scholars, 39
- Organizational agility, 343
- Organizational approaches to radical change, 342
 - acquisitions, 343
 - agile organization, 343
 - ambidextrous solution, 342–343
 - ecosystems, 344
 - legacy removal, 344
 - radical change at Telenor, 344–346
 - spinouts, 343
- Ownership, 366–367
- Ownership, location, internalization (OLI), 53

- Paradigmatic transactional owners, 113
- Paris Agreement, 376
- Partner
 - location, 328
 - partner-based modes, 249–250
- Passengers, 73

- Patentability guidelines, 367–370
- Patentable subject matter, 367–370
- Patents, 366–370
- Path dependency, 79
- Pecking-order theory, 13, 265–266
- Policies, 301–302
- Political, economic, societal, technological and legislative approach (PESTL approach), 342
- Political constraints (POLCON), 202, 210
- Political risk, 99–100
- Political uncertainty, 96
- Political-institutional approach, 98
- populism, 7–8
- Politicization, 28
- Populism, 7–8, 84, 96–99
 - effects, 97
 - and IB, 99–102
- Principal–agent costs, 114, 117
- Principal–principal agency problems, 115
- divergences, 118
- Privately owned enterprises (POEs), 117
- Process innovations, 156, 159–161
- Product innovations, 156, 159–161
- Production and sales subsidiary in Beijing, 291–292
- Pseudo R^2 measures, 140

- Quality management system (QMS), 404

- Radical transformation, 342
- Re-entry mode(s), 241–247
 - trade-offs at different levels of experience, 251–256
- Regional network effects, 73
- Regions, 369–370
- Regulatory quality, 203
- Relational co-owners, 113–115
- Relational embeddedness, 133–134

- Relational MNEs, 114
- Relational ownership, 108
- Relevance, Appropriability, and Transferability (RAT), 3–4
- Relevant, appropriable, transferable/complementary,
 - appropriable, transferable framework (RAT/CAT framework), 47, 52–54
- Reputation-enhancing mechanism, 135
- Research and development activities (R&D activities), 279, 382
- Resource
 - dominance, 440–442
 - resource-based theory, 17, 377, 380–381
 - substitutability, 19–20, 442–443
- Resource dependence theory (RDT), 437
- Retrospection, 39–40
- Return on investment (ROI), 387
- Ride-hailing, 73
- Right-wing nationalist parties, 64
- Risk, 241
 - management strategies, 244–247
- Robustness tests, 210, 277–278
- Rule of law, 203

- “Sand in the wheel” hypothesis, 175
- Sectors, 368–369
- Securities Data Company (SDC), 318
- Self-regulation, 177
- Service (*see also* International services)
 - characteristics, 300
 - management, 300
 - sector, 72
 - value chains, 15
- Services Directive, 301
- Services in Internal Market Directive*, 301
- Shareholder capitalism, 117
- Siri* (Apple’s assistant), 368
- Small partners in global cities, 324
- Small transnational global elite, 27
- Small transnational middle class, 27
- Small-and medium-sized enterprises (SMEs), 10, 14, 137, 287, 303 (*see also* Multinational enterprises (MNEs))
 - institutional challenges in Chinese context, 288–290
 - Mixel Agitators, 290–295
- Snell’s R^2 measures, 140
- Social concern, 423–424
- Société des Auteurs Compositeurs et Editeurs de Musique (SACEM), 366
- Sociology, 37
- Software & Information Industry Association (SIIA), 366
- Sophia* (robot), 368
- South Centre (SC), 365
- Special purpose entities (SPEs), 272
- Spill-over effect, 324
- Spinouts, 343
- Stagflation, 25
- Stakeholder
 - capitalism, 117
 - exposure, 438–440
 - responses, 222–225
- Standard, 400
- State-influenced market economies (SMEs), 116, 119
- State-owned enterprises (SOEs), 7–8, 108
 - country configurations, 119–120
 - evidence in IB literature and future research, 121–123
 - internationalization of hybrid SOEs, 110–120
- Strategic analysis, 45
 - appreciation for Eleanor Westney, 46–47
 - checklist to managerial/strategic value focus, 49–55
 - institutions and international strategic analysis, 47–49
 - multi-level strategic context, 55–57

- reflections, 57–59
- Strategic flexibility, 257
- Strategic reference point theory (SRP theory), 240, 242–244
- Structural approach, 97–98
- Structural populism, 7–8
- Subsidiary-centric perspective, 265
- Subsidiary-level cash holdings, 266–267
- Supplier sustainability risk, 438–440
- Supranational institutions, 197
- Sustainable competitive advantage (SCA), 48
- Sustainable Development Goals (SDGs), 376
- Sustainable supply chain management (SSCM), 436
- “System of innovation” approach, 157
- Technological change, 66, 69
- Technology
 - gaps, 159
 - heterogeneity, 159
 - savviness, 423
- Telefónica, 340
- Telenor, 16, 340–341, 346
 - Eiendom, 352
 - radical change at, 344–346
- Tencent, 89
- TensorFlow, 364, 368
- Tesla* (car with high predictive capabilities), 368
- Time of Troubles, 24–34
- “Too big to ban” approach, 74
- Toyota, 438
- Trade-off(s)
 - management, 241–242
 - in managing re-entry risks, 244
- Transatlantic Trade and Investment Partnership (TTIP), 325
- Transformational change, 223
- Transition
 - countries, 156–157
 - economies, 9–10
- Translation approach, 39
- Translation ecology, 39
- Triple bottom line (TBL), 438
- Turbulence, 84
- Two-sided network effects, 72–73
- Two-stage least squares regression model (2SLS regression model), 202, 205, 276–277
- Union of European Practitioners in Industrial Property (UNION), 366
- United Nations Conference on Trade and Development (UNCTAD), 194
- United States–Mexico–Canada (USMCA), 197
- Upper middle income countries, 208
- Uppsala model, 132
 - of internationalization process, 30–31
- US Department of Justice (DoJ), 186
- Value, 3, 46
 - creation, 305, 307
- Variance inflation factors (VIFs), 139, 162, 274
- Varieties of capitalism (VoC), 110
- Voluntary standards, 400
- Wait-and-See approach, 11
- Washington consensus, 66
- Western MNEs, 87–88
- Western SMEs, 288
- Wholly owned subsidiary (WOS), 100, 244
- Working Group 2 (WG2), 353–354
- World Intellectual Property Organization (WIPO), 17, 364
 - Brand Image Search, 364
 - regulations, 365
 - Translate, 364
- Worldwide governance indicators (WGI), 180
- WTO, 37