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# Emerging-market Multinational Enterprises in East Central Europe

- Highlights the specificities of how emerging markets approach countries on the EU's periphery and how these countries open up towards them and accommodate EMNEs in those global value chains created by European MNEs.
- Contributes to the academic debates regarding FDI from emerging markets in the developed world and it has an interdisciplinary and international appeal.
- Provides a comparative perspective on the highly topical issues around investments from third countries within the EU

The rise of multinational enterprises (MNEs) from emerging markets is topical, important and poses a number of questions and challenges that require considerable attention in the future from academia as well as business management. The recent takeovers of high-profile companies in developed or developing countries by non-European emerging-market MNEs (EMNEs) – such as Lenovo, Wanhua (China), Hindalco (India), CVRD (Brazil), Cemex (Mexico), Lukoil (Russia), etc. – as well as the greenfield or brownfield investments of emerging companies (such as Huawei, ZTE, Tata, Pepco, etc.) show a new trend where new kind of firms become major players globally. EMNEs have become important players in several regions around the globe, ranging from the least developed countries of Africa through the developing markets in Latin America and Asia to the developed countries of the United States or the European Union, including East Central European (ECE) countries. EMNEs presence on the global level has resulted in numerous studies in the international literature but those research results barely cover EMNEs' activities in the ECE region (in the East Central European EU member countries, including the Czech Republic, Hungary, Poland, Slovakia and Slovenia).

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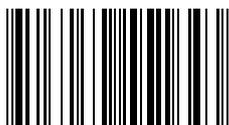
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