
Tipo de Producto: Publicación Científica

Autores: De Simone, Paola

Publicado en: International Journal of Business and Social Research (IJBSR). Maryland, United States. In press. - ISSN 2164-2540(Print), 2164-2559 (Online)

Código del Proyecto y Título del Proyecto:
C16S15 - Mercado y Política en Argentina: Cuando el negocio necesita de las ciencias sociales. Explorando las estrategias no mercado y gobernanza no mercado en un régimen híbrido

Responsable del Proyecto: De Simone, Paola

Línea

Área Temática: Administración

Fecha: 2017

Paola De Simone

ABSTRACT

This paper investigates the nature of non-market strategies in the case of expanding business in Argentinian. Result of the enquiry presents a new conceptual framework that allow us to understand the Argentine reality in a proper manner. The full investigation suggests that in other countries the non-market strategies are being studied, without establishing a discipline. Academic material and specific courses have been developed in the business schools of the universities, but, except in specific and small cases, there is no research field and cases developed in Argentina. The expanded research hypothesis argues that companies in Argentina do not understand how to approach the political decisions of the State of hybrid political regimes in matters that concern them. Companies focus on market logic without understanding the logic of "non-market" environments.

Keywords: Non-market strategies, Government in business, Argentina.
Available Online: 25-01-2017
This is an open access article under Creative Commons Attribution 4.0 License, 2016.