

Título Market and Policy in Argentina: When business needs from Social Sciences. Exploring the non- market strategies and government in a hybrid regime.

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 non market y gobernanza no mercado en un régimen híbrido

Responsable del Proyecto

De Simone, Paola

Línea

Área Temática

Administración

Fecha

2017

INSOD

Instituto de Ciencias Sociales y Disciplinas
Proyectuales



International Journal of Business and Social Research

Volume 00, Issue 00, 0000

ISSN 2164-2540(Print), ISSN 2164-2559(Online)



Market and Policy in Argentina: Exploring the Non- Market Strategies and Government in A Hybrid Regime

Paola De Simone¹

ABSTRACT

[Link: http://www.thejournalofbusiness.org/index.php/site/article/view/1018/646](http://www.thejournalofbusiness.org/index.php/site/article/view/1018/646)

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.

¹ Associate Professor, Universidad Argentina de la Empresa (UADE), E-mail: pdesimone@uade.edu.ar

