The Optimal Evaluation Model for Transnational Sequential Investments－Using Genetic Algorithms

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ABSTRACT

With the coming age of global-based competition and knowledge-based economy in twenty-first century, the entrepreneurs concentrate on how the multinational corporations (MNCs) maintain their sustained competitive advantages in the coopetition environment. Two of the most important strategies for multinational corporations to achieve expected market scope are the “ international market entry modes ” and the “ international market advancing path ”. This study aims to assume that "centralized sequence investment strategy" is reasonable for the international market advancing path, and the "regional characteristics" and "operational experiences" are the key factors for the return of investment and the choice of priority. Moreover, it builds an "optimal evaluation model for transnational sequential investments" in order of achieving the goal with the lowest risk and shortest time. Further more, this study uses Genetic algorithms (GAs) as proposed procedure concerning the complexity when increasing the investment regions, and it addresses the practical examples for testing the validity of proposed procedure.

Keywords : International market entry modes ; International market advancing path ; Regional characteristics ; Operational experiences ; Genetic algorithms (GAs)

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