The Mexican Multinational Business Groups, Global Expansion Strategy and Its Impact on Performance

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ABSTRACT

The purpose of this research is to determine the relationship between ownership structure, the foreign direct investment strategy, and its relationship with the performance of multinational business groups in Mexico using information from EMIS Emerging Markets and the Mexican Stock Exchange in the period from 2012 to 2015. The findings were that higher concentration of ownership will result in a worse performance of the business group and strategies of foreign direct investment and mergers and acquisitions have an ambiguous relationship in terms of performance.

Keywords: Business groups, Ownership concentration, Performance