The Tug of War between Developed and Emerging Market Origin Companies

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ABSTRACT

At present, economic power is pushing emerging markets companies to dominate in global markets. This paper attempts to bring out the challenges faced by these organizations, both from developed and emerging markets. It looks at their approaches—the business models which they adopt to become successful under the present global competitive environment. Attempts are made to discuss the basic business models approach, efficiency and innovative based business models. Advantages, challenges, strategy and collaborations involved in these approaches are discussed and analyzed in detail to find the best possible successful approach for present global competition.

Keywords: Emerging markets, Developed markets, Efficiency-innovative business models, Market strategy, Collaboration