Dynamic Competition: A Look at Firms in the Fortune Global 500

Sally Sledge, Norfolk State University

EXECUTIVE SUMMARY

Today, international competition is a permanent consideration for multinational companies. The Fortune Global 500 records the top firms that compete on a worldwide scale. Over the last 15 years, the membership of the Global 500 has grown in terms of nations and industries represented. This paper tracks changes in the list during the period 1995 — 2009. Factors associated with top performers within these businesses are analyzed. The results show that globalization and headquarters location effects are critical to the success of these organizations. Directions for future research and managerial insights are given.

Keywords: Global competitiveness, Multinational, Performance