

# 中南大学学报

JOURNAL OF CENTRAL SOUTH UNIVERSITY

社会科学版 SOCIAL SCIENCE EDITION

中国人文社科学报核心期刊 全国百强社科学报

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中南大学学报(社会科学版)  
ZHONGNAN DAXUE XUEBAO(SHEHUI KEXUE BAN)  
2008年12月第14卷第6期

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文章编号: 1672-3104(2008)06-0791-05

## 国际新企业理论的发展

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摘要: 随着全球经济一体化进程的加快, 传统跨国公司理论已经不能解释新型的国际新企业问题, 企业国际化和国际新企业已成为影响世界经济发展的重要因素。通过介绍企业国际化理论发展过程, 对比传统跨国企业与国际新企业的区别, 阐述国际新企业的概念、特点和影响因素。

关键字: 企业国际化; 国际新企业; 跨国公司

## A research on the development of new international business theory

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Abstract: With the integration process of global economy, the traditional theory is unable to explain the new issues of new international enterprises. Enterprise internationalization and International new enterprises have become the important factors to the world economic development. Based on the theory of international business development, compared with the traditional multinational enterprises, the article discusses the concept, characteristics and impact factors of new international business.

KeyWords: internationalization of the firm; new international business; transnational corporation