

MNCs Strategies in the Uncertain Environment

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ABSTRACT

Multinational corporations (MNCs) are pivotal drivers of globalization, yet they face unprecedented challenges in the "World of Flux," characterized by rapid, complex, and unpredictable changes. Factors such as geopolitical tensions, de-globalization, technological disruption, and environmental degradation are reshaping the operational landscape for MNCs, intensifying risks to their supply chains, market dynamics, and regulatory environments. This paper provides strategies that MNCs can adopt to navigate these uncertainties and maintain their competitive edge. Key strategies include **Neutralization**, which involves adopting stateless corporate identities and diversifying product origins to mitigate geopolitical risks. **Glocalization** emphasizes balancing global standardization with local customization to meet diverse consumer preferences while maintaining economies of scale. **Diversification** enhances resilience by expanding supply chain networks and integrating real-time data systems to adapt to regulatory complexities and market uncertainties. Additionally, the **Stabilization** strategy underscores the importance of robust risk management, including stockpiling resources and investing in cybersecurity to withstand unexpected shocks. **Knowledge Accumulation** focuses on fostering learning organizations through advanced knowledge management systems and leveraging data-driven decision-making. Finally, the **Social Value Creation** strategy aligns corporate goals with societal benefits by engaging in community development, promoting sustainability, and adopting Corporate Nation-Building (CNB) principles. These strategies not only enable MNCs to adapt to a multipolar world but also position them as catalysts for sustainable economic, social, and political development. By embracing innovation, collaboration, and a holistic approach to value creation, MNCs can overcome global uncertainties and contribute to a more stable and inclusive future.

Keywords: Multinational corporations (MNCs), Uncertainty, Glocalization, Resilience Strategies, Social Value Creation