

WRITING SKILLS FOR PUBLICATION IN INTERNATIONAL JOURNALS (GESTÃO ESTRATÉGICA EM MARKETING)

Ementa: O curso tem por objetivo discutir a natureza das corporações multinacionais, suas estratégias de penetração em mercados estrangeiros e os desafios associados aos riscos relacionados à qualidade do ambiente institucional em diferentes países. O programa do curso e sua metodologia visam a aquisição de habilidades na aplicação de teorias como instrumento de entendimento dos ambientes institucionais de diferentes países e o comportamento estratégico das empresas. A metodologia utilizada pelo curso fornece subsídios para o aprendizado quanto à análise de riscos no ambiente internacional com a finalidade de implementação de medidas proativas do ponto de vista empresarial e institucional

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