ABSTRACT

During the last decade the interest for China and the multi-location in the Asian giant has increased significantly in both the professional and the academic fields, thus prompting the emergence of a new discipline in the field of management and business administration, the multi-location in China.

Companies are increasingly aware of the role that China plays in their future and of the need to take the country into consideration in their roadmap for achieving high competitiveness levels in the global market. In this regard, many excellent works on the topic of multi-location have been and are still being developed, with outstanding contributions, especially regarding their performance and methods. However, there are rather few studies that evaluate the contributions and factors which provoke asymmetric and negative performance in the multi-location of Spanish companies in China.

Therefore, the present study is a fundamentally explanatory research in nature, since its objective is to obtain relevant information on the phenomenon of multi-location steering, and its associated factors in the Spanish firms in China (phenomenon with a small sample). Furthermore, it has an exploratory nature, since it is one of the first studies that compares its contribution to multi-location literature.

The thesis is presented in a way that can be understood both as a single topic and as three different works, as all the research goes around the multi-location process in China, which is focused on three different critical factors.

The main contributions of this research are centered on improving the effectiveness and performance of the multi-location process in China, which has relevance for politics, governments, managers and researchers. Furthermore, it analyzes the real impact of certain factors on the multi-location performance of Spanish companies in China. Finally, the study also contributes to creating a well informed decision making process, strategy planning and evaluation of aid policies for Spanish companies.