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Journal of International Management

Volume 5, Issue 4, Winter 1999, Pages 299-317

Country location choices of service multinationals: An empirical study of the international hotel sector

Sumit K. Kundu ^a ... Farok J. Contractor ^b

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[https://doi.org/10.1016/S1075-4253\(99\)00017-4](https://doi.org/10.1016/S1075-4253(99)00017-4)

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Abstract

This article examines international country location choices for equity investment undertaken by global hotel chains. Why do certain host countries attract more hotel investment than others? A second underlying issue that we tackle in this article is whether the traditional foreign direct investment determinants used in past studies on manufacturing also apply to services or whether service sector-specific determinants are better explanatory variables for understanding the distribution of service foreign direct investment across countries.



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Keywords

Service foreign direct investment; Location; International hotels

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