

## INTERNATIONAL BUSINESS CENTER

RAMSEY, Jase Ryan; BAHIA, Bernardo. How to Determine Subsidiary Performance Based on the Internationalization Strategy. [Journal of Management Policy and Practice](#) v.14, n.1, p.11-18, 2013.

### [How to Determine Subsidiary Performance Based on the Internationalization Strategy](#)

#### Abstract:

While international subsidiary performance is a principal outcome variable for practitioners and academics alike, there is relatively little consensus on how it should be measured. After evaluating prior efforts to measure foreign performance, the notion that firms should select different measures of performance based on each subsidiary's internationalization strategy is proposed. Three testable propositions suggest different weightings of the financial, operational, and overall effectiveness dimensions based on five internationalization strategies.