

# A Conceptual Model for Culture Impact on Entry Mode and Network Mobility of Multinational Enterprises

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*This study constructs a 2 x2 model and propose that when multinational enterprise from high context culture entering into a low context culture country, the better way is to employ a high stock structure option as its entry mode, and bring its home network links into the host country; when entering into high context culture, the better way is to employ low stock structure option, and bring its home network links into the host country. For multinational enterprise from low context culture, when entering into a high context country, employing low stock structure option and cultivating links in the host country is the better way for survival; when entering into a country also with low context culture, employing high stock structure option as its entry mode, and cultivating links in the host country is more beneficial.*

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