MODELLING INTERNATIONAL INVESTMENT DECISIONS FOR FINANCIAL HOLDING COMPANIES

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ABSTRACT

Numerous research have been discovered to developed internationalization process model (investment to other country market). Like Johanson and Vahlne, they are among the first to discuss the internationalization process model. There are four key items underlying Johanson and Vahlne’s model, those are market knowledge, market commitment, commitment decision, and current activities. However, many research keep on continue to make more efficient, and more accurate model in investment decision. This final exam will explain and make revised international investment decision model which developed from the Johanson and Vahlne's model. This international investment decision model had revised Johanson and Vahlne's model and produced more effective, more relevant in this current time, faster in make a decision, dynamic, and make the firm more easier to make their investment strategy.

Keyword: international investment, discounted cash flow, net present value, Johanson and Vahlne's investment model, revised international investment decision model.
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