

**Klaus Schmidt**

**Cultural Factors in Multinational Enterprise  
Location. The Case of Foreign Direct  
Investment in Thailand**

**Diploma Thesis**

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The Case of Foreign Direct Investment in Thailand**

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**Universität Gesamthochschule Paderborn**  
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**International Management**

**Diplomarbeit**  
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**(M.A. Level)**

**Cultural Factors in Multinational Enterprise  
Location**

**The Case of Foreign Direct Investment in Thailand**

**by**

**Klaus Schmidt**

**Summer Semester 1998**

*to my family and friends,  
who taught me inter-cultural tolerance*

## Preface and Acknowledgements

The decision to write my *Diplomarbeit* on the allocation of multinational enterprise activity has been based on two things: first of all, my interest in international business that has influenced my curriculum vitae since high school. Secondly, in preparation for the paper I could indulge in my favorite occupation, which is traveling. I had the chance to visit Thailand, one of the many cultures in the world I had never been able to experience before, for an internship in Bangkok. This new experience, especially as it included a severe culture shock when returning home, has proved invaluable and will hopefully continue to do so in future.

There are several people who I would like to thank for assisting me in taking this opportunity, both morally and financially. These are first of all my parents and sister. Then there are my friends in Germany, the USA, and those whom I met in Bangkok. Special thanks go out to Anja Ernst for sharing her knowledge about the advertised internship. Finally, I would like to express my gratitude to Martin Godau in Bangkok.

Klaus Schmidt



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