
Marketing culture of the host country and the foreign direct investment

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Foreign direct investment among countries is an important channel for the dissemination of technologies, which in turn increases productivity growth in host countries. The aim of this paper is to assess the relationship between marketing culture of the host country and the foreign direct investment in member Europe Union. Thus, data all Europe Union for the years 2005 to 2014 were analyzed. To test the hypothesis of panel data model is used. The results showed that all independent variables, minus the degree of openness of the economy had a significant correlation with the flow of foreign direct investment. Such as market size, natural resources and the efficiency of labor and tax positive and Inflation has a negative relationship with the dependent variable.

Keywords : Keywords: foreign direct investment, market size, natural resources, labor efficiency, Europe Union.

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