

## Research on the Internal Mechanism of Overseas Market Opportunity Construction of the Emerging-Market Multinational Enterprises

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**Abstract :** Based on the network theory, this paper selects three Emerging-Market Multinationals Enterprises (EMNEs) as the research object and takes the typical overseas market opportunities constructed by them as the analysis unit to research the internal mechanism of overseas market opportunity construction of the EMNEs. The results show that: (1) EMNEs overseas market opportunity construction is a complex process, through the continuous interaction between enterprises and entities in the internal and external networks to achieve opportunity prototype, opportunity creation, and opportunity optimization in overseas markets. (2) Governments, foreign institutions and industry associations in the institutional network and competitors, partners, and customers in the commercial networks are the important entities in the construction of overseas market opportunities. Through the interaction of entity perception, relationship construction, and utilization, enterprises can obtain the necessary information, resources, and political asylum in the process of opportunity construction. (3) Organizations, project teams, and organizational sub-units within the enterprise are important internal entities for the construction of overseas market opportunities. Through the connection between different entities, they can achieve the circulation of resources within the organization and promote the opportunity construction of overseas markets. The research conclusions expand the relevant research on international opportunities and have inspiring and guiding significance for the expansion of EMNEs overseas markets.

**Keywords :** international (overseas) opportunities, opportunity construction, network entities, interaction, resource circulation

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