

# EMERGING MARKETS: CONCEPT EVOLUTION AND BUSINESS ENVIRONMENT PARTICULARITIES

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## Abstract

This article's purpose is to present the way in which the companies are doing business on the emerging markets, even if they are aware of the fact that the economy has institutional voids. The article presents some aspects of global economic climate and the investment opportunities on the emerging markets. In order to enable this process, it is important to define the concept of emerging market from the business participants point of view and also their motivation to invest on such markets.

**Keywords:** emerging markets, business strategies, multinationals, local company.

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