

University of Rome  
"Niccolò Cusano"  
4<sup>th</sup> July 2016  
10:00-13:00  
Classroom IV  
Via Don Carlo Gnocchi, 3  
00166 Rome-Italy



**UNIVERSITA**  
**NICCOLO' CUSANO**

**Seminar**

# **International Strategies in Civil Engineering**

in the context of Erasmus+ Programme

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**Proposer:** Prof. Ilaria Cacciotti

## **Abstract**

*The conditions which companies face to have changed and, consequently, their strategies must be adapted to these changes. Aspects such as:*

- *globalization of markets*
- *creating free trade areas*
- *improving information systems*
- *the stability of exchange rates*
- *homogenization of preferences and lifestyles*
- *reducing transport costs and communication*

*They are factors that have driven the development of the activity of international companies. Globalization prevents merely thinking only in national terms. Companies have increasingly less national strategies and more plurinational and global strategies. The international strategy refers to the strategic management processes through which companies evaluate changing conditions of the international environment and develop an appropriate organizational response to their resources that will implicate the transfer of national borders.*

*This seminar wants to identify the characteristics of civil engineering companies that affect their international behavior, a sector that shows great dynamism in recent years, especially in developing countries.*