

Abstract

This research explores the role of international mergers and acquisitions (M&As) in driving business growth, utilizing a comparative mixed-methods approach that combines both qualitative and quantitative data. By examining case studies of successful and unsuccessful M&As across various industries and regions, as well as analyzing financial performance metrics post-merger, the study aims to identify key factors that influence the effectiveness of international M&As in expanding market reach, operational capabilities, and overall competitiveness.

The findings suggest that international M&As can significantly contribute to business growth by facilitating entry into new markets, enhancing resource access, and increasing economies of scale. However, the success of these transactions is contingent on several factors, including cultural integration, strategic alignment, and effective management of post-merger integration processes. Firms that align their organizational cultures and business practices are more likely to realize the full potential of cross-border mergers.

Despite the potential benefits, the research also uncovers common challenges associated with international M&As, such as regulatory hurdles, integration complexities, and conflicts between merging entities. The study provides valuable insights for companies considering M&As as a growth strategy, offering practical recommendations for mitigating risks and maximizing the value of international mergers and acquisitions in the global business environment. These findings contribute to the broader understanding of how international M&As impact long-term business performance.