

1) Ethnocentric Approach :- This approach

entails the export of the policies and practices of the home country of organisation to International location

2) Polycentric Approach :- Under this approach every location cultivates its own policies and practices

→ The main strategic initiative enabled by this approach is the adaptability

3) Regiocentric Approach :- this approach includes the development of standardised policies and practices by geographical region

4) Geocentric Approach :- the development of one standardised set of international policies and practices which are applicable to each and every local world wide, is include in the Geocentric approach varies from the ethnocentric approach in the sense ~~of~~