

Practical Class #04

International Management
Spring 2025

February, 27/28

The CAGE framework

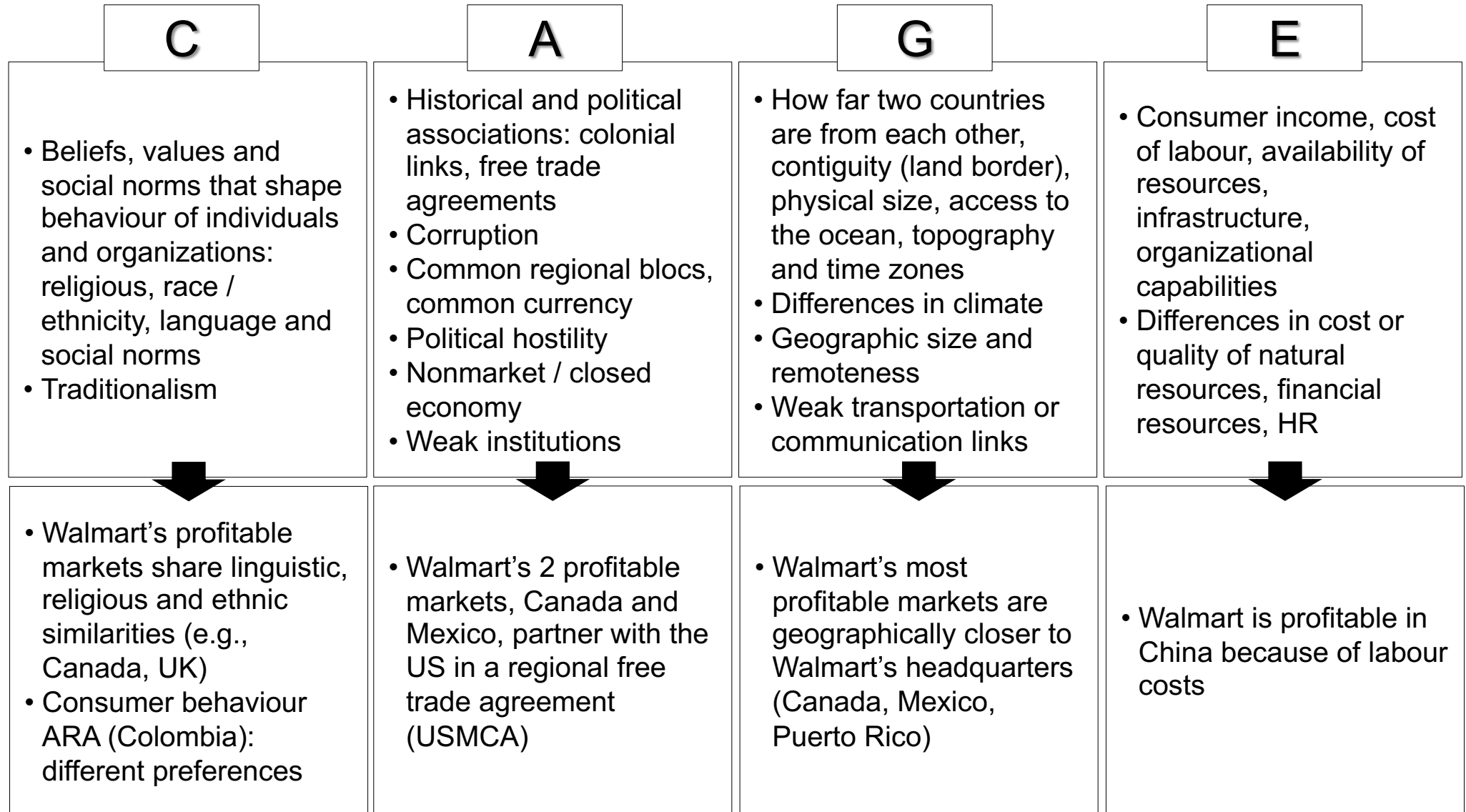
- ❖ Used to **identify and prioritize the differences between countries that** companies must address when developing cross-border strategies:
 - Culture
 - Administrative
 - Geographic
 - Economic differences

- ❖ Bilateral not just unilateral elements

Pankaj Ghemawat on the CAGE framework



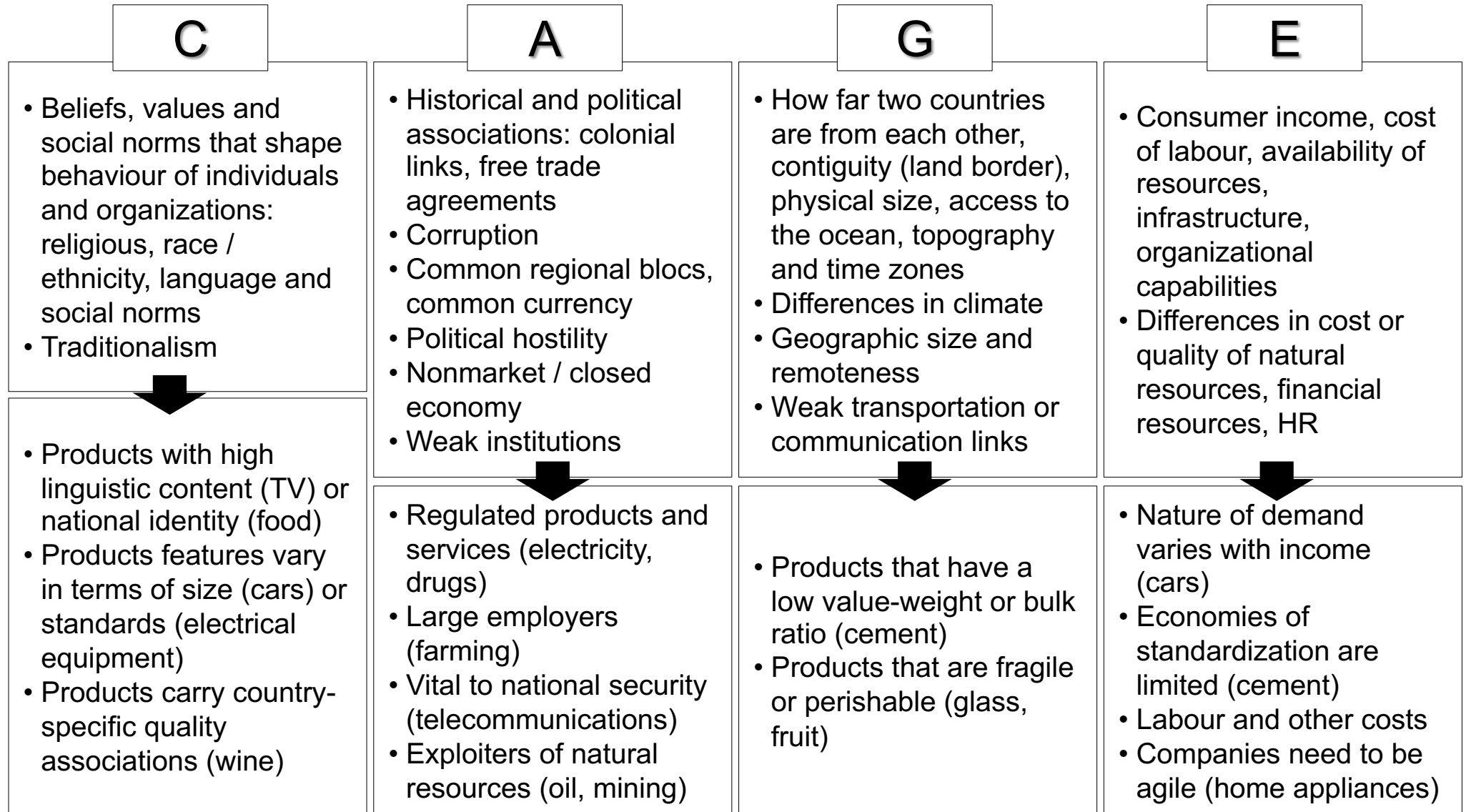
The CAGE framework



The CAGE framework

- ❖ Different types of distance matters to different extents in different industries!

The CAGE framework



Exercise – CAGE framework

1. Based on the topic selected for your group project, compare the countries of your home country and host country using the CAGE framework
2. Identify which type of distance will have a higher influence in your case

(20 minutes)

3. Presentations (5 minutes)