

CHAPTER 1 INTRODUCTION

1.1 Background of study

With the arrival of the new political and economic era, each sovereign state has made a distinctive stage in its comprehensive national conditions, such as its bearing capacity, the level of scientific and technological development, the proportion of employment and unemployment, the ability of financial foreign exchange reserve, the security of national defense and the degree of social security, the degree of stability of political and political parties and the ability of administration. The economic arrangement of sexual target. International economic investment and trade rules are facing the risk of adjustment in the new era of international politics and international law.

"The great university is in the master, and the enterprise is strong"(Meng, 2017). Strategic talent is the top talent of transnational enterprises. Some of them have mastered the core technology or key technology of the transnational enterprises, some master the financial strength of the transnational enterprises and the highest secret of the financial flow, and some undertake the development, introduction and allocation of the core talents and key talents of the transnational enterprises, and some undertake the strategic decisions of the national and host foreign countries. It's safe. The political-legal strategic talents undertake the comprehensive analysis and study of the internal and external environment, the domestic environment and the international environment, the overall environment and the specific environment, the political environment, the economic environment, the social and cultural environment and the technical environment, and provide the special talents for the top stratagem of the enterprise. The importance of political-legal talents to transnational enterprises can be summarized as: or "well-organized", or "full plate is lost".

Internationalization refers to the extension of economic activities across national borders – for example through trade and investments. Globalization is qualitatively different as it also involves a functional integration across national borders of economic activities. Internationalization creates a basis for globalization through increasing transnationalization driven by foreign investments. My own focus is particularly on politics impacts and execution of corporate power. What kind of power is used and what is the purpose? The current international political economy creates new dynamics. International political economy is more than just states and markets. Firms are increasingly becoming an independent political agent (Audun, 2006).

After the end of World War II in 1945, Singho found business opportunities from the

American Army soldiers in Japan to Love Chewing Gum, and founded Japanese Lotte company in 1948. In 1965, the diplomatic relations between Korea and Japan were normalization. In 1967, Singho back to the South Korea to set up Lotte Fruit Company, and took the food enterprise as the starting point, across Korea and Japan, in the fields of food, leisure and petrochemical, and made the enterprise into a big group company. Since then, the Lotte Group has been involved in hotels, finance, retail and other fields, and has become one of the five major enterprise groups in Korea, such as Samsung, modern automobile, LG, SK and so on. However, during the period from 2016 to 2017, The South Korea's Lotte Group of transnational enterprises had suffered serious adverse effects.

1.2 Research Motivation.

The rapid development of the South Korea's Lotte Group in the past 40 years has promoted its rapid expansion in the overseas markets of China, Russia, Vietnam, Europe, Southeast Asia and the United States. It has become a global transnational enterprises. The success or failure of its success or failure is a textbook worth studying for the entrepreneurs of the world. Taking the case of the South Korea's Lotte Group as an example, this paper uses a transnational perspective to study the allocation and importance of the strategic talents of transnational enterprises and law, thus revealing the important guarantee function of the political-legal strategic talents to the sustainable development of transnational enterprises, and has a positive learning significance for other transnational enterprises.

1.3 Research Purposes

To find out the transnational enterprises meet the requirements of the new political and economic era in the strategic talent allocation From the background of the South Korea's Lotte Group, so as to make the transnational enterprises sustainable development.

To find out like the South Korea's Lotte Group of transnational enterprises causes the strategic decision-making errors, to avoid "a careless loser" situation.

To find out the transnational enterprises whether should allocate political-legal strategic talents from the case of the South Korea's Lotte Group, In order to ensure the smooth development of the transnational enterprises.

1.4 Research Problems

What are the new requirements for the allocation of strategic talent in the era of the new political and economic era?

Why do a global transnational enterprises such as the Lotte Group fail to make strategic decisions and eventually retreat to the Chinese market?

How should the transnational enterprises train the political-legal strategic talents from the

case of the South Korea's Lotte Group, so as to guarantee the smooth development of the transnational enterprises?

1.5 Research Restrictions

There were previous studies on the brand strategy of Korean Lotte Group, and the research on the brand culture, brand internal management, brand foreign strategy and brand communication in South Korea (Shi, 2010)., and how transnational enterprises predict and avoid politics. Risk research (Wu, 2015) . A study on the relevance of political relevance and enterprise value (L, 2018) .But there is no comprehensive understanding of both politics and law. It has also risen to a high level in the field of political and legal talents with important influence on the life and death of transnational enterprises. However, some transnational enterprises are facing such difficulties, but they are trapped in the danger that enterprises lack the corresponding talents. In order to meet the urgent needs of transnational enterprises and help transnational enterprises to solve this urgent problem, this paper analyzes the impact of the strategic talent of political and law on the international market of transnational enterprises. In the course of the study, this paper will make a systematic analysis of the cases of South Korea's Lotte Group who lost the Chinese market because of strategic decision errors by using the methods of literature, function analysis and chart comparison.

1.6 Research Scope:

This paper focuses on the lack of the political-legal strategic talent in the South Korea's Lotte Group, the influence of the on its international market in.

Summary:

The rapid development of the South Korea's Lotte Group in the past 40 years and the rapid expansion of overseas markets have become a global transnational enterprises, which has made remarkable achievements in the world. However, the lack of strategic comprehensive political-legal personnel has caused a serious damage to its strategic decision in 2017.It become in person, defeat also in person.