

HOW THE NATION BRAND OF A COUNTRY IS RELATED TO ITS FDI INFLOWS?

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Abstract

This paper explores if there is any relationship between the Brand Image of a country and its FDI Inflows? More exactly if the Brand Image of a country impacts positively the FDI inflows?

For this propose, we used an empirical method which employs a panel model regression applied on 10 best NBI countries since 2008 until 2014. Results will show a strong positive correlation between the two variables. Indeed, the research of this paper shows evidence, that Nation Brand has its significant role in attracting business. Hence, Results show a significant increase in the FDI inflows for the countries which have a strong nation brand.

Keys words: NBI, FDI, Trade Openness, Growth Real GDP, Political Stability, Control of Corruption, Panel Estimation.