

# **A STUDY ON ACCOUNTING FIRM'S PREFERRED STRATEGY TO COMPETE IN THE GLOBALIZE ENVIRONMENT: MERGES OR STRATEGIC ALLIANCES**

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## **ABSTRACT**

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In globalization, either mergers or a strategic alliance is necessary for the firms to survive and to be able to complete. The ten indicators are differentiated the way of firms would like to work on and it also provides idea on which strategy is suitable for them. Thus, the characteristics of the mergers and strategic alliances would be discussed in this study and finally identified the preference of accounting firms in Klang Valley. The result found that accounting firms in Klang Valley is preferred to have mergers in the globalised environment.