

Chapter 1 – Globalisation, Multinational companies, and Regional Subjective Well-Being

Abstract

As part of a global phenomenon, multinational corporations (MNCs) engender economic, social, environmental, and institutional impacts in the areas where they locate. The puzzling results of recent waves of discontent have further underscored the complexity and spatial interconnectedness of these impacts, which go beyond the purely economic ones. The multidimensionality of these impacts is understudied by previous literature. This paper uses the subjective well-being (SWB) and life satisfaction of individuals in the places of living as a predictor of the complexity of these impacts, i.e., it aims to reveal the (net) territorial impact of the presence of MNCs. Specifically, the work provides a theoretical framework and empirical evidence on the link between the presence of MNCs and SWB at the regional level. For a total of 190 NUTS 2 regions in 24 European countries over the years 2010-2016, the dataset combines the average regional life satisfaction provided by the European Social Survey and the presence and size of MNCs provided by Orbis-Bureau Van Dijk. Findings indicate that, on average, the presence of MNCs is associated with lower levels of SWB. Furthermore, these results show high regional heterogeneity.