



Reviewing the Role of International Experience to Firm Internationalization. Traditional Assumptions and Selected Deviations

By Anonym

GRIN Verlag Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 211x149x3 mm. Neuware - Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Dalarna, language: English, abstract: Expanding onto foreign markets and being successive abroad is often considered as the peak of business success of a firm. Unsurprisingly, the process of firm internationalization received a lot of attention from scholars. A major influence to the pace and pattern of firm internationalization is international experience and resulting knowledge. In fact, knowledge is considered to be a main driver for competitive advantages. However, in spite of its identified importance, literature has yet to present a unifying theory which explains its exact role and impact to the process of internationalization. This noble aim may be aggravated by the fact that different types of firms appear to be effected dissimilarly by accrued international experience. Moreover, international experience is gained, processed and exploited in various ways resulting in diverse firm specific advantages. These differences in experiential learning further contribute to the complexity on grasping the issue. Finally, the process of internationalization itself includes many different aspects and hence does the effects...



READ ONLINE
[2.12 MB]

Reviews

This composed book is excellent. it was actually writtern very perfectly and valuable. I found out this book from my i and dad advised this book to learn.
-- **Maymie O'Kon**

Here is the finest ebook i have got read until now. It really is simplistic but excitement within the 50 percent in the book. Once you begin to read the book, it is extremely difficult to leave it before concluding.
-- **Lupe Connelly**