

Doctoral course: Firms' internationalization processes (7,5 credits)

Course coordinator:

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Background

Globalization with lower trade barriers, new technology in communication and information technology, and consumer behaviour that has been more conform have made internationalization an important strategic aspect for an increasing amount of firms. Already from inception some firms aim for international markets while others still focus on their home market. In this course the development from a firm's inception and the early international development will be in focus. Theories treating firms' internationalization processes will be studied. Three main theoretical areas will be focused upon: Internationalization processes (The Uppsala Internationalization Model), international networks and international entrepreneurship

Aim

The course aims to give the students an up to date knowledge of important classical as well as contemporary research on firms' internationalization processes

Applicants/target group

The course is open for 15 participants and is primarily intended for doctoral students at Jönköping International Business School and Halmstad University in accordance with the co-operative agreement between the two institutions. However, other students are also welcome if there are vacancies. Please send an e-mail to Susanne Hansson (Susanne.Hansson@ihh.hj.se) or Svante Andersson (Svante.andersson@hh.se). Last day to Apply: 24 June 2010.

Learning outcomes

Knowledge and understanding

- The students shall be familiar with central theories and concepts and understand and critically asses literature treating firms' internationalization processes.
- Understand the relevance of the literature for the doctoral students own projects.

Skills and abilities

- Design, write and present an academic paper.
- Review and asses academic research.

Assessment and attitude skills

- Show awareness regarding ethical aspects in research and show responsibility for their own development of knowledge.

Course examination

1. Each student will write a short summary of the literature treated in each seminar and prepare questions and participate in the discussion. (The papers should be 3-5 pages including a short summary, strengths and weakness in the literature, and a reflection how the literature connects to your own research interest).

2. A written research paper will be presented (individually or in teams of two) in the last session and an opposition on another paper should be carried out. The form of the paper can be a journal article, conference paper or part of the participant's thesis. The form should be discussed and confirmed by the course leader.

Schedule

The course will take place during the autumn 2010 and includes 4 sessions and individual supervision after agreement with the tutor.

Course contents

The course will take place over 4 meetings. Each session will explore different themes and perspectives on firms' internationalization processes.

Meeting 1. Wednesday 8 September - Introduction and Internationalization processes

(Svante Andersson, Jan-Erik Vahlne,)

Time: 10.00 -17.00

Place: Halmstad University, Room 0219

Meeting 2. Thursday 7 October- International Entrepreneurship

(Svante Andersson).

Time: 10.00 -17.00

Place: Halmstad University, Room 0219

Meeting 3. Thursday 14 October - Internationalization processes and networks

(Svante Andersson, Hans Jansson).

Time: 10.00 -17.00

Place: Halmstad University, Room 0219

Study visit, Thursday 21 October - GetingeInternational AB (voluntary)

Time: 08.30 -14.00

Individual supervision, Please make an appointment with Svante Andersson

Meeting 4. Thursday 18 - 19 November Final seminar

(Svante Andersson)

Time: 10.00-19.00 (18th)

9.00-15.00 (19th)

(Might be shorter, depending on number of students)

Place: Halmstad University, Room 0219

Teachers:

Professor Svante Andersson, Halmstad University

Professor Jan-Erik Vahlne, Gothenburg University

Professor Hans Jansson, Linnaeus University

Literature :

Part 1

Johanson, J. and Vahlne, J.-E. (1977), The Internationalization Process of the Firm - A model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, Vol. 8, Spring/Summer, pp. 23-32.

Johanson, J. and Vahlne, J.-E.(1990) The Mechanism of Internationalization. *International Marketing Review*, 7 (4), 11-24, (1990).

Johanson, J. and Vahlne, J.-E. (2003) Business Realationship Learning and Commitment in the Internationalization Process . *Journal of International Entrepreneurship*. Vol 1, No 1. pp 83-101

Johanson, J. and Vahlne, J.-E. (2009) The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. *Journal of International Business Studies* *Journal of International Business Studies*, 40, s. 1411-1431.

Part 2

Andersson, S., Internationalization of the Firm from an Entrepreneurial Perspective. *International Studies of Management & Organization*, 30 (1), 63-92, (2000).

Andersson S. 2004. Internationalization in different industrial contexts. *Journal of Business Venturing*. Vol 19.No. 6. pp. 851-875.

Andersson, S & Wictor, I . 2003. Innovative internationalisation in new firms – Born Globals the Swedish case. *Journal of International Entrepreneurship*. Vol 1, No 3. pp 249-276.

Autio, E. 2005. Creative Tension. the significance of Ben Oviatt's and Patricia McDougall's article 'Toward a theory of international new ventures'. *Journal of International Business Studies*, 36 : 9-19.

Coviello, N. E., & Jones, M. V. 2004. Methodological issues in international entrepreneurship research. *Journal of Business Venturing*, 19: 485-508.

Keupp, M. M. & Gassman, O. 2009. The Past and the Future of International Entrepreneurship: A Review and Suggestions for Developing the Field. *Journal of Management*, 35, 3, 600-633.

Knight, G. A. and Cavusgil, S. T., The Born Global Firm: A challenge to traditional internationalization theory. *Advances in International Marketing*, 8, 11-26, (1996).

Madsen, T. K. and Servais, P., The Internationalization of Born Globals: an Evolutionary Process? *International Business Review*, 6 (6), 561-583, (1997).

McDougall, P. P, Oviatt, B. M., and Shrader, R. C. (2003). A Comparison of International and Domestic New Ventures. *Journal of International Entrepreneurship* 1(1):59-82.

Oviatt, B. M. and McDougall, P. P. (1994), Toward a theory of international new ventures. *Journal of International Business Studies*, Vol. 24 (First quarter), pp. 45-64.

Rialp, A, Rialp, J. & Knight G. A. (2005) The phenomenon of early internationalizing firms: what do we know after a decade (1993-2003) of scientific inquiry?, *International Business Review*, 14, 147-166.

Part 3:

Jansson, H. (2007). 'International business marketing in emerging country markets. The third wave of internationalization of firms'. Edward Elgar Publishing.