

Table of Contents

List of Figures	XIII
List of Tables	XV
List of Abbreviations	XVII
1 Introduction	1
1.1 Research Context: The Net Economy	2
1.2 Research Object: E-Ventures	4
1.2.1 Value Creation and Sources of Competitive Advantage.....	7
1.2.2 E-Venture Product Characteristics	9
1.3 The Internationalization Strategies of E-Ventures	11
1.4 Research Aims and Structure of the Thesis	14
1.4.1 Research Aims and Value of Research.....	16
1.4.2 Structure and Strategy of the Thesis	18
1.5 Summary	21
2 Theoretical Foundations of Firm Internationalization	23
2.1 Conceptual Foundations of Internationalization Strategies	23
2.1.1 International Market Selection	25
2.1.2 International Market Entry Strategies	28
2.1.3 Synopsis: E-Ventures and International Market Entry	41
2.2 International Business Theories of Firm Internationalization	45
2.2.1 Monopolistic Advantage/ Market Imperfections Theories	45
2.2.2 Internalization Theory/ Transaction Costs Economics	49
2.2.3 Eclectic Theory of International Production	51
2.2.4 Oligopolistic Reaction Theory.....	53
2.2.5 International Product Life Cycle Theory	55
2.3 Internationalization Process and Export Development Models	57
2.3.1 The Uppsala Internationalization Model	58
2.3.2 Reassessment of the Uppsala Internationalization Model.....	63
2.3.3 Export Development Models	67
2.3.4 Pre-export Models by Wiedersheim-Paul (1978) and Olson and Wiedersheim-Paul (1978).....	72
2.4 Summary	79
3 Theoretical Foundations of Entrepreneurship	82

3.1	Definition of Entrepreneurship	83
3.2	Definition of the Entrepreneur	86
3.3	The Entrepreneurial Process	88
3.3.1	Entrepreneurial Opportunity Recognition	93
3.3.2	Determinants of Founding Intent	99
3.4	Entrepreneurial Orientation and Entrepreneurial Behavior	101
3.5	Summary.....	103
4	Literature Synopsis and Research Framework	106
4.1	Synopsis: Internationalization and Entrepreneurship	107
4.2	Research Framework and Hypotheses	110
4.3	Summary.....	115
5	Empirical Study: Internationalization Propensity in the Net Economy	116
5.1	Assessment of Conjoint Analysis Method for the Study.....	117
5.2	Methods of Preference Measurement	121
5.2.1	The Decompositional Conjoint Analysis	124
5.2.2	The Compositional Conjoint Analysis	126
5.2.3	The Hybrid Conjoint Analysis	127
5.3	Survey Design and Development	129
5.3.1	Applicability of Adaptive Conjoint Analysis	129
5.3.2	Adaptive Conjoint Analysis Design.....	131
5.3.3	Post-experiment Questionnaire	135
5.3.4	Pre-testing the Survey.....	135
5.4	Data Collection	136
5.4.1	Sampling Frame.....	136
5.4.2	Data Collection Process and Survey Design.....	140
5.4.3	Response Rate and Non-Response Bias.....	142
5.4.4	Missing Values and Reliability of Conjoint Analysis	143
5.5	Summary.....	145
6	Data Analysis of the Empirical Study	148
6.1	Descriptive Findings of the Empirical Study	148
6.1.1	Characteristics of the Sample Respondents	149
6.1.2	Characteristics of the Sample Firms.....	150
6.1.3	Part worth Values and Relative Importance of the Conjoint Analysis Attributes.....	153

6.2	Segmentation of Data	159
6.2.1	Active Cluster Variables	161
6.2.2	Cluster Analysis Methodology	163
6.2.2.1	<i>The Single-Linkage Procedure</i>	<i>166</i>
6.2.2.2	<i>Ward's Minimum Variance Procedure</i>	<i>166</i>
6.2.2.3	<i>The K-means Procedure.....</i>	<i>168</i>
6.2.3	Validation of the Cluster Solution	169
6.2.3.1	<i>Internal Validation.....</i>	<i>170</i>
6.2.3.2	<i>Discriminant Function Analysis.....</i>	<i>171</i>
6.3	Summary.....	174
7	Description of Cluster Solution Findings.....	177
7.1	Identification of Cluster Characteristics	177
7.1.1	Measurement of the t-value of the Active Cluster Variables.....	178
7.1.2	Description of Active Cluster Variable Weights	179
7.2	Description of the Cluster Characteristics	181
7.3	Description of Internationalization Propensity Preference Models..	185
7.3.1	Cluster 1: Middle Entrepreneurial Orientation- Risk-takers	186
7.3.2	Cluster 2: Low Entrepreneurial Orientation	188
7.3.3	Cluster 3: High Entrepreneurial Orientation.....	190
7.3.4	Cluster 4: Middle Entrepreneurial Orientation- Innovators.....	192
7.4	Summary.....	194
8	Conclusion.....	196
8.1	Synthesis and Discussion of Key Findings	197
8.1.1	General Key Findings.....	198
8.1.2	Key Findings of the Internationalization Propensity Models	201
8.2	Limitations.....	210
8.3	Theoretical Implications	212
8.4	Practical Implications	214
8.5	Directions for Future Research.....	217
8.6	Summary.....	218
	Bibliography.....	219
	Appendix	249