

International growth in born globals – continued growth in different markets

A project in Research for Innovation

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Partners: Keback AB, Axelent AB, Absolent AB, Camp Scandinavia AB, Bufab AB

Background and Motivation

As a small and open economy, Sweden is a very export-dependent country. Our prosperity and growth is dependent on Swedish companies' international success. With a relatively small domestic market, the main growth opportunities for Swedish companies is expanding operations abroad. Relative to other countries, in Sweden there is a high proportion of large multinational companies and a large proportion of small businesses. There are few of the small businesses, which succeed with a continued international growth. This study intends to explore factors that facilitate or hinder firms' continued international growth. Important for firms which want to grow internationally, is to build or create an organization that aims for a continued growth and avoids that parts of the organization become "fat and happy". Important in this stage is also to handle relationship with different stakeholders on a global base. We are seeking a deeper understanding of international growth for Born Global firms (i.e. firms that, already from inception, operate in multiple international markets). The project builds on the project participants' previous research in the field. Together with the participating companies (all with significant international activities), we seek to provide both empirical and theoretical contributions, which will lead to knowledge exchange, which will facilitate the international growth of small and medium-sized firms and strengthen education in the international entrepreneurship and marketing area. Results will be published in recognized journals and books and presented at international conferences.

Research Problem and Approach

During workshops with the companies' top management, strategic issues influencing firms' international growth will be identified and discussed. During the workshops the participating companies present contemporary critical events that are discussed. Issues of importance will be further investigated through in-depth case studies built on interviews with key individuals, focus group interviews, and secondary data. A cross company comparison and analysis will be done to identify factors influencing the firms' international growth.

Goals

- Scientific publications will be presented in relevant books and journals (Such as Journal of International Entrepreneurship, Industrial Marketing Management) and conferences (e. g the McGill conference in International Entrepreneurship).
- Graduate theses will be carried out in conjunction with Halmstad University and the participating companies.
- Participating companies will learn about international growth by comparing their own company's development with other companies' development, earlier research and the results from this study.
- Dissemination of results will be by, mostly, participating in activities targeting Swedish small and medium sized firms and policy decision-makers.

Results so Far

- Workshops with university and industry partners
- Graduate theses with industry partners
- Publications in books and journals and presentation at conferences



Publications

Andersson, S, Awuah, G. ,Wictor, I. & Aagerup, U. 2015. *International growth in born globals – value creation on international markets*. Paper presented at the 19th McGill International Entrepreneurship Conference at Department of Management, Birkbeck, University of London, UK, August 27-29

Andersson, S. & Awuah. G. 2015. *International Growth in Born Globals – Continued Growth through Networking on Institutionally Distant Markets* in Larimo, J, Nummela, N and Mainela, T. Handbook On International Alliance And Network Research, Edward Elgar, pp. 139-154.

Andersson, S. & Evers, N. (Accepted for publication) *International opportunity recognition in international new ventures—a dynamic managerial capabilities perspective*. Journal of International Entrepreneurship

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