

1. Record Nr.	UNINA9910254918103321
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Titolo	Network Embeddedness : Examining the Effect on Business Performance and Internationalization / / by Milena Ratajczak-Mrozek
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-56511-7
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (402 pages)
Collana	Palgrave Studies of Internationalization in Emerging Markets, , 2662-1185
Disciplina	658.3008
Soggetti	Globalization Markets Management information systems Management Industrial management Organization Planning International business enterprises—Cross-cultural studies Emerging Markets/Globalization Enterprise Architecture Innovation/Technology Management Cross-Cultural Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Introduction -- 2. The Essence of the Network Approach -- 3. Relationships and Interactions as the Basis of Companies' Activities -- 4. Three Perspectives of Companies' Embeddedness -- 5. The Importance of Embeddedness for Companies' Activities - Perspective of Relationships and Interactions -- 6. The Network Theory of Companies' Internationalization - The Importance of Relationships for International Expansion -- 7. The Importance of Embeddedness for Companies' International Activities -- 8. Methodology of the Empirical Studies -- 9. Positive and Negative Outcomes of Embeddedness for the Domestic

and International Activity - Results of Case Studies Analysis -- 10. The Importance of Relationships and Embeddedness for Companies' Internationalization and Performance - Results of Quantitative Study -- 11. Conclusions.

Sommario/riassunto

This book systematizes the concepts of business relationships and network embeddedness, taking a new approach to internationalization, relevant for the global economy. It reflects the growing importance of network internationalization theory and explores the impact of embeddedness in domestic and foreign relationships on a company's performance. The author questions the validity of the distinction between domestic and foreign activity of companies and demonstrates that in the B2B market, there are actually no exclusively domestic companies which are not directly or indirectly connected with foreign entities. Chapters cover both small to medium sized enterprises and large multinational corporations, presenting a qualitative analysis of over 400 companies including case studies from the IT and furniture industries. This informative study will provide useful insight for academics and students of business and management, international business and organization studies.
