Record Nr. UNINA9910463478803321 Autore Coombs Joseph E. <1966-, > Titolo International strategy and market performance in new biotechnology firms / / Joseph E. Coombs New York:,: Routledge,, 2013 Pubbl/distr/stampa **ISBN** 1-317-73375-4 1-315-79085-8 1-317-73376-2 Descrizione fisica 1 online resource (111 p.) Collana Transnational business and corporate culture Disciplina 338.4/76606 Soggetti Biotechnology industries New business enterprises International business enterprises International trade Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Transnational Business and Corporate Culture; Title Page; Copyright Page: Dedication: Table of Contents: Preface: Acknowledgments; List of Tables and Figures; Chapter 1 Introduction; Chapter 2 Theory and Hypotheses; Biotechnology Research; Literature Review: International Entrepreneurship; Literature Review: Organizational Change; Hypotheses; Chapter 3 Methodology; Research Design; Sample Selection; Measures of Constructs, Model I; Measures of Constructs, Model II; Measures of Constructs, Model III; Chapter 4 Analysis and Results; Data Analysis; Descriptive Statistics Direction of Change in International StrategyForeign Revenue as a Percentage of Total Revenue; Firm Market Value; Chapter 5 Discussion and Conclusions; Discussion of Results; Limitations of the Study; Future Research; Appendix A Firms Included in Study; Appendix B Sample Coding Sheet; References; Index Sommario/riassunto The issues addressed in this study are: What internal factors support changes in the international operations of new firms? and What effect do these changes have on the firm's structure, control system, and

market performance. To answer these questions, this work examines the internal resources and market performance of a set of publicly traded biotechnology firms. Findings support the view that new firms can enter international markets through a variety of strategies, including international joint ventures and subsidiaries. Changes in international operations also are found to enhance firm