

1. Record Nr.	UNINA9910970555203321
Autore	Coombs Joseph E. <1966-, >
Titolo	International strategy and market performance in new biotechnology firms // Joseph E. Coombs
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-317-73375-4 1-315-79085-8 1-317-73376-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (111 p.)
Collana	Transnational business and corporate culture
Disciplina	338.4/76606 338.476606
Soggetti	Biotechnology industries New business enterprises International business enterprises International trade
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 Strategy Foreign 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
