

## Analisa mode entri ke IT industri di India berdasarkan teori real options dan transaction cost = Entry mode analysis to Indian IT industry based on real options and transaction cost theory

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### Abstrak

[<b>ABSTRAK</b><br>

Fokus dari tesis ini adalah mode entri entry mode yang dipilih oleh perusahaan luar negeri yang akan masuk ke IT Industri di India Secara khusus tesis ini menggunakan beberapa instrumen yaitu ketidakpastian permintaan demand uncertainty yang dianalisa dengan teori real options dan spesifik aset asset specificity yang dianalisa dengan teori transaction cost Sesuai dengan teori tersebut mode entri yang akan dipakai adalah joint venture wholly owned subsidiary atau independent export Berdasarkan hasil analisa IT industri di India mempunyai ketidakpastian permintaan yang rendah jika dibandingkan dengan IT industri di China dan spesifik aset yang tinggi Hasil analisa ini menunjukkan bahwa perusahaan luar negeri yang akan memilih wholly owned subsidiary ketika memasuki IT industri di India

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<b>ABSTRACT</b><br>

This paper focuses on the entry mode chosen by foreign firms to Indian IT industry The entry mode chosen are analyzed by using transaction cost and real options theory Specifically key instruments used for the analysis are demand uncertainty which is analyzed based on real options theory and asset specificity analyzed based on transaction cost theory In accordance to the theory entry mode strategies considered for entering this industry are joint venture wholly owned subsidiary or independent export According to the analysis Indian IT industry has low demand uncertainty if compared to Chinese IT industry also has high asset specificity which lead to the decision of firms choosing wholly owned subsidiaries when entering Indian IT industry ; This paper focuses on the entry mode chosen by foreign firms to Indian IT industry The entry mode chosen are analyzed by using transaction cost and real options theory Specifically key instruments used for the analysis are demand uncertainty which is analyzed based on real options theory and asset specificity analyzed based on transaction cost theory In accordance to the theory entry mode strategies considered for entering this industry are joint venture wholly owned subsidiary or independent export According to the analysis Indian IT industry has low demand uncertainty if compared to Chinese IT industry also has high asset specificity which lead to the decision of firms choosing wholly owned subsidiaries when entering Indian IT industry , This paper focuses on the entry mode chosen by foreign firms to Indian IT industry The entry mode chosen are analyzed by using transaction cost and real options theory Specifically key instruments used for the analysis are demand uncertainty which is analyzed based on real options theory and asset specificity analyzed based on transaction cost theory In accordance to the theory entry mode strategies considered for entering this industry are joint venture wholly owned subsidiary or independent export According to the analysis Indian IT industry has low demand uncertainty if compared to Chinese IT industry also has high asset specificity which lead to the decision of firms choosing wholly owned subsidiaries when entering Indian IT industry ]