

Export assistance: the way back and forward: an empirical investigation into developing country "born globals"

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Abstrak

“Born global” (BG) firms have attracted many researchers throughout the last decade. The emergence of this phenomenon initially posed a serious challenge to the validity and applicability of the traditional “stage” theory of internationalization; however, scholars have more recently been able to reconcile traditional and new theories into a single framework for studying the process of internationalization. This volume applies both network theory and knowledge-based theory to analyze export assistance in the context of internationalization of low-tech BG firms in developing countries (with an in-depth study of the apparel industry in Bangladesh).

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