



Markteintritt in Emerging Market Economies: Entwicklung eines Internationalisierungsprozessmodells (German Edition)

Hermann Sebastian Dehnen

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? Die vorliegende Dissertation handelt von der Entwicklung eines evolutionären, praxisnahen Internationalisierungsprozessmodells für den Markteintritt in Emerging Markets. Als Grundlage für das entwickelte Prozessmodell dienen insbesondere die Produktlebenszyklustheorie von Vernon, das Lead-Country-Konzept, der Ansatzes der Uppsala-Schule sowie der Helsinki-Schule und nicht zuletzt der GAINS-Ansatz. Neben diesem neuen Modell erfolgt die Identifikation eines neuen institutionellen Ansatzes namens „Emerging Triad“, der sich mit der zunehmenden Verflechtung der südlichen Hemisphärregionen beschäftigt. Beide neuen Ansätze werden abschließend anhand der Trucksparte der Daimler AG empirisch überprüft.

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