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Internationalization Strategy of Chinese E-Business Companies

Da Huo¹ and Rihui Ouyang²

¹School of International Trade and Economics, Central University of Finance and Economics, Beijing, China; ²China Center of Internet Economics, Central University of Finance and Economics, Beijing, China

ABSTRACT: E-business market has experienced a speedy development at emerging market. This research aims to identify the corporate-level factors that influence decisions of pursuing an internationalization strategy at e-business companies from emerging market, based on the study of Chinese e-business companies. The Probit model and General Estimation Equation (GEE) estimation are performed to analyze the effect of corporate-level factors on the decisions of internationalization strategy, and the Heckman selection model is further performed to analyze the sample selection of Chinese e-business companies in their strategic decisions. This research will be helpful to managers and administrators of e-business companies from emerging market.

KEYWORDS: E-business company, emerging market, internationalization strategy, strategic decision

JEL CLASSIFICATION: F23, L25, L81

The internet has facilitated the access of global consumers to different suppliers and product lines across different nations and different cultures in the global market (Singh et al., 2005). The growing number of Chinese internet users provides a solid foundation for the enlarging Chinese e-business market. Internet users have greatly increased in the past decade, and online shopping practices have penetrated across Chinese cities (Guo and Jaffar 2011). China has become an important player in the global internet market, but business models, consumer behaviors, as well as buyer preferences in the Chinese market can be different from those of consumers in the US and Europe. Furthermore, the