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Internationalization Strategy of Chinese E-Business Companies

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ABSTRACT: The e-business market has experienced a speeding 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