

**INTERNATIONALIZATION OF YOUNG FIRM USING  
INTERNET TECHNOLOGY:  
CASE OF GOOGLE**

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## **ABSTRAK**

Satu fenomena dalam isu pengantarabagsaan oleh firma baru yang sedang berkembang pada hari ini adalah penggunaan internet sebagai saluran dalam menawarkan produk atau perkhidmatan. Tujuan kajian ini adalah untuk melihat bahawa firma-firma baru boleh berjaya dengan menggunakan internet teknologi sebagai saluran untuk memasuki sesebuah negara lain melalui pengantarabagsaan ini. Kajian ini menggunakan Theory of Internationalization dan Theory of New Venture yang membuktikan bahawa firma akan dapat berjaya dalam masa yang singkat jika menggunakan internet teknologi sebagai medium atau kaedah kemasukan sesebuah firma ke sesebuah negara. Dengan menggunakan dengan mengambil contoh Google Company sebagai asas kajian kes, dengan tanggapan bahawa penggunaan internet teknologi secara keseluruhannya di semua negara yang disertai olehnya, dapat menunjukkan sesebuah firma akan berjaya dengan cepat jika sekiranya menggunakan internet sebagai medium utama dalam kaedah kemasukannya. Di sini jelaslah bahawa, teori yang digunapakai amat membantu penyelidik dalam kajian ini kerana sememangnya, internet teknologi sangat membantu firma-firma baru dalam memasuki pasaran antarabangsa.

## **ABSTRACT**

A growing phenomenon in issue in internationalization of the young firm that use the internet as a channel offering products or service. Purpose of this study was to see that young firms can succeed by using internet technology as channel to access the certain country through this internationalization. This study use the Theory of Internationalization and Theory of New Venture which proved that firm will can succeed in brief periods if use technology internet as medium or mode of entry in internationalization. By using by take example Google Company as case study basis, with perception that internet use technology overall at all those countries being participated, can show one firm will succeed quickly if use internet as medium in his mode of entry. Here it is clear that, theory used by very helpful researcher in this study because in fact, too helpful technology internet new firms in entering international market.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Overview**

This chapter provides an overview of the study background, problem statement, research objectives, and scope of the study and the significance of the study. Finally, this chapter ends with a discussion on the report structure.

### **1.2 Background of the Study**

Internationalization is defined by Welch and Luostarinen (1988) as being the process of increasing involvement in international operations. Whereas the internationalization process theory then discusses the increasing commitment, the diversity of the firm's international involvement and the learning process going on inside the company – in terms of both market knowledge and of the process itself (Johanson and Wiedersheim-Paul 1975, Johanson and Vahlne 1977 and 1990, Bilkey and Tesar 1979), the economic approach focuses on the entry mode decision as such (Buckley and Casson 1976 and 1985,



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