



Concept *of the* HALMSTAD UNIVERSITY

Sweden

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Concept
of the
HALMSTAD
UNIVERSITY



Conceptual scheme internationalization
of the University of Halmstad (Sweden)
Svante Anderson and Victor Ingemar

which considers the human capital as a
key factor in the internationalization
of companies.



Anderson and Victor are considering the internationalization of small firms through the phenomenon of **"born global"**. Companies seeking to gain a competitive advantage by means of the acquisition of resources, and sales worldwide.

The main factor in the issue of innovation - time. High speed internationalization **"born global"** increases their competitiveness in high-tech markets.





- The definition of a **born global** firm is
“a business organization that, from inception,
seeks to derive significant competitive
advantage from the use of resources and the
sale of outputs in multiple countries.”

**Many companies go global, but that does not
make them born global firms.**



What distinguishes born global firms from the rest of international organizations..

- **Born global firms, from their beginnings, have a global focus and commit their resources to international ventures.**
- **Most companies operate from their home country, and after years of doing business domestically, slowly evolve to do business internationally.**
- **By contrast, born global firms begin with a borderless world view, and immediately develop strategies to expand themselves abroad.**
- **Born globals begin internationally is that they rely on exporting as their main method of foreign market entry.**



Born globals also have a distinct way of doing business.

- Top management in born globals tend to view the world as their marketplace from the very beginning.
- Furthermore, when developing their markets, born globals employ differentiation strategies so as to make a niche for themselves internationally.
- Not only are born global goods specialized, but they strive for superior product quality. More often than not, born globals are leading their industries technologically. This advantage allows them to not only pursue markets around the world, but offer superior products designed for the specialized markets they have made niches out of.
- Born global firms are entirely unique from other major international organizations because they are born doing business abroad: something that many larger firms operate for years before even considering.



Distinctive Characteristics of Born-Global Firms

1. High activity in international markets from or near the founding
2. Limited financial and tangible resources
3. Present across most industries
4. Managers have a strong international outlook and international entrepreneurial orientation
5. Emphasis on differentiation strategy
6. Emphasis on superior product quality
7. Leveraging advanced information and communications technology (ICT)
8. Using external, independent intermediaries for distribution in foreign markets

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Cochlear™

es born to be global

software application),

artphones),

vices) have in common?

, Turkey, Taiwan and

Australia, respectively, are all "born global" companies — enterprises whose genesis stems from a major (and sometimes exclusive) focus on foreign markets rather than their own ones.

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