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A Systematic Literature Review about the Speed of Internationalization

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Abstract

The speed of internationalization or rapid internationalization is one of the most fascinating and researched topics in international business due to its practical importance for the international competitiveness of international firms. This paper aims to identify the determiners of internationalization speed using a systematic literature review of more than 50 current, peer-reviewed articles as research method. Based on an analysis of the topical evolution of the main internationalization theories, the main determiners of internationalization speed are categorized in environmental framing conditions, business resources, and business activities. To advance research about the determiners of internationalization speed, this paper suggests a conceptual framework of three research propositions about the impact of internationalization speed and its variations over time and in different industries and markets using sophisticated research methods to establish causal relationships.

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Internationalization, Internationalization speed, Speed of internationalization, Fast internationalization, Rapid internationalization, Systematic literature review

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