

Internationalization Process and Entry Strategy of Turkish Furniture SMEs: Bursa-Inegol Sample

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Abstract

This paper examines the internationalization process of Turkish furniture small to medium-sized enterprises located in the Bursa-Inegol zone in terms of some well-known theories of internationalization. Besides, the survey analyzes different types of entry mode used by furniture small to medium-sized enterprises in the international markets. Using qualitative exploratory approach, the results suggest that although the concept of psychic distance has been a significant issue for six investigated small to medium-sized enterprises, none of them followed the original Uppsala model. However, the Revised Model of Uppsala has been followed by four furniture cases. Moreover, the study illuminates that two investigated SMEs followed Born Global pattern of internationalization and two other SMEs followed the Born-again Global model. Besides, the results suggest that Turkish furniture small to medium-sized enterprises highly use direct export and partly indirect export modes for operating in the foreign markets.

Keywords: Internationalization Process of SMEs; Turkish Furniture Internationalization; International Entry Modes; Born Global companies; Uppsala and Revised Uppsala Model