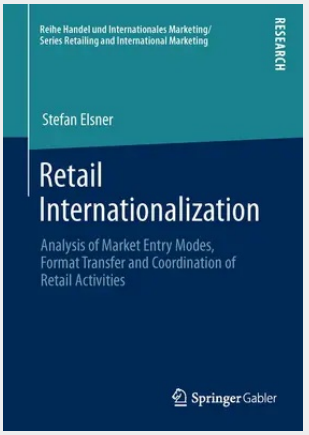
Elsner

Retail Internationalization

Analysis of Market Entry Modes, Format Transfer and Coordination of Retail Activities

Retail internationalization is gaining importance in retail practice, but the research status is still fairly narrow. Stefan Elsner aims to close this gap by investigating three important challenges within the retail internationalization process: the appropriate choice of market entry modes, the successful retail format transfer and the successful organizational structure abroad. Based on substantial macro-economic data and comprehensive interviews with retail firms operating internationally, the results emphasize the necessity of an established frame that provides the general direction, but leaves enough room for adaptations. Based on this finding, important implications can be drawn for research and practice.

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