

Kun abstrakt og dansk resumé er tilgængelig online for denne PhD afhandling. CBS Bibliotek har en trykt udgave der kan findes via CBS bibliotekskatalog.

Only abstract and Danish resume of this Ph.D. thesis is available online. The CBS Library has a printed edition this edition can be found through the CBS Library Catalogue.

**The Internationalization Process  
of Digital Service Providers**

by

Moshe Yonatany

A Dissertation Submitted in Partial Fulfillment of the Requirements  
for the Degree of Doctor of Philosophy

Department of Informatics

LIMAC PhD School

Copenhagen Business School

January 31<sup>st</sup> 2011

## **Abstract**

The aim of this study is elaborating the current understanding of a relatively new phenomenon: the internationalization process of digital service providers. It deploys a multiple case study methodology. Based on the case analyses and the discovery of new insights this study proposes a conceptual framework attempting at elaborating existing International Business theory.

The analytical process of this study begins with explaining its context and developing definitions that are necessary for the purpose of data collection and case construction. Next, selected International Business theories and concepts are reviewed and contextualized propositions are developed. Following a detailed presentation of the case studies, the propositions are analyzed through per-case analyses. This analysis is coupled with a theory development exercise (which is presented in subsequent distinct sections). Here, unique findings of each case are analyzed in sequential per-case analyses in order to identify emerging patterns. Rudimentary concepts, which are grounded in the case findings, are proposed through the cross case analysis. In addition, the analysis of the propositions is summarized at this stage. Subsequently, a conceptual framework is proposed. To provide foundations for the framework, the proposed constructs are defined and explored more deeply, also through collecting additional data and integrating additional external literature. The conceptual framework is presented in the form of testable hypotheses. Finally, implications for International Business theory are drawn from the analyses and the conceptual framework.

## **Dansk Resume**

Formålet med denne afhandling er at udvide forståelsen af et relativt nyt fænomen: digitale udbyderes internationaliseringsproces. Der anvendes en multipel casestudy metode. Baseret på caseanalyser og opdagelsen af nye indsigter, fremsætter denne afhandling et framework der forsøger at udvikle den eksisterende teori indenfor international handel.

Afhandlingens analytiske proces tager afsæt i en forklaring af kontekst og udvikling af definitioner der er nødvendige for dataindsamling og casekonstruktion. Udvalgte internationale handelsteorier og begreber gennemgås og kontekstualiserede teser udvikles. Efter en detaljeret præsentation af casestudierne analyseres teserne gennem case-for-case analyse. Denne analyse er kombineret med udvikling af teori (som præsenteres i de efterfølgende sektioner). Herunder analyseres de unikke resultater fra hver case i en sekventiel case-for-case analyse med henblik på at identificere nye mønstre. Rudimentære begreber som funderes i casekonklusionerne udvikles gennem cross-caseanalysen. Derudover sammenfattes analysen af teserne i denne fase. Efterfølgende foreslås et konceptuelt framework. For at etablere et grundlag for begrebsrammerne defineres og udforskes begreberne yderligere gennem indsamling af supplerende data og ved at integrere supplerende ekstern litteratur. Det konceptuelle framework præsenteres i form af testbare hypoteser. Gennem analyserne og det konceptuelle framework inddrages afslutningsvis betydningen for international handelsteori.