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### Internationalization decisions

Hotho, J.

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*Document Version*

Publisher's PDF, also known as Version of record

*Publication date:*  
2009

[Link to publication in University of Groningen/UMCG research database](#)

*Citation for published version (APA):*

Hotho, J. (2009). *Internationalization decisions: the effects of country differences and familiarity perceptions*. [Thesis fully internal (DIV), University of Groningen]. PrintPartners Ipskamp B.V., Enschede, The Netherlands.

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Internationalization Decisions:  
*The Effects of Country Similarities  
and Familiarity Perceptions*

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Publisher: PPI Publishers  
Postbus 333  
7500 AH Enschede  
The Netherlands

Printed by: PrintPartners Ipskamp, Nederland

ISBN: 978-90-367-3992-4

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RIJKSUNIVERSITEIT GRONINGEN

Internationalization Decisions:  
*The Effects of Country Differences  
and Familiarity Perceptions*

**Proefschrift**

ter verkrijging van het doctoraat in de  
Economie en Bedrijfskunde  
aan de Rijksuniversiteit Groningen  
op gezag van de  
Rector Magnificus, dr. F. Zwarts,  
in het openbaar te verdedigen op  
donderdag 8 oktober 2009  
om 14:45 uur

door

Jasper Jaap Hotho  
geboren op 8 juni 1981  
te Warnsveld

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# Acknowledgements

I have been fortunate that many people have supported and encouraged me during the writing of this Ph.D. dissertation. I am very grateful to all these friends, colleagues and relatives whose support made writing this dissertation not merely more bearable, but actually enjoyable. There are several individuals who deserve special mention for their contributions to this dissertation, and I would like to take this opportunity to express my gratitude for their support.

First of all, I would like to thank my supervisors Arndt Sorge and Hans van Ees for their suggestions and comments, for their careful, critical reading of the chapters in this book as well as all the preliminary papers and tentative research ideas which preceded these chapters, and for their unflagging encouragement and support. As a supervision team they proved to complement each other perfectly, and I'm very grateful that it has been them who have helped me mature into a young IB scholar.

I would also like to take this opportunity to thank the reading committee, consisting of Professors Mike Geppert, Luchien Karsten and Niels Noorderhaven, for reading and assessing this Ph.D. thesis and for their encouraging comments.

Then, I am very much indebted to two colleagues at the University of Groningen who have made vital contributions to the completion of this dissertation; Jutta Bolt and Christoph Dörrenbacher. Jutta is the co-author of the paper on which Chapter 4 is based. This paper started off as a submission to the SOM Ph.D. Essay competition 2006 (which, coincidentally, we happened to win) and the ideas in that essay very much formed the starting point for the main argument in this thesis. I thank her for helping me discover the joy of writing together, and for her support during the numerous review rounds and revisions this essay has since undergone.

I thank Dr. Christoph Dörrenbacher for the invaluable help he provided in getting access to the German publishing house on which the case study in Chapter 5 is based. Christoph is not only very experienced in doing case-based research and in negotiating access to organizations, he is also extremely generous in offering help and assistance to young researchers. In my case he not only negotiated access to the German publishing house, he actually interrupted his holiday in Germany to introduce me personally to the director of the publishing house's international division and to help negotiate access to the firms' foreign subsidiaries.

Special thanks also go to the employees of the German publishing house who agreed to participate in my research. Their explanations and recollections of the

decision-making processes surrounding their organization's international expansion resulted in invaluable illustrations of the main argument in this book.

I also want to express my sincere gratitude to all my (former) colleagues at the Department of International Business and Management of the University of Groningen for the extremely collegial and supportive work environment they provided. I also want to thank my friends, both at home and abroad, for providing the much-needed occasional distractions from my work, and for making sure that my almost consistent mental preoccupation with my Ph.D. project—a common symptom among Ph.D. students—did not result in social isolation.

Finally, I want to deeply thank my parents and sister for all the moral support they offered during these eventful five years, and for their unfaltering belief that I *would*, some day, finish this dissertation. My parents' house proved to be the perfect refuge during stressful times, a place where I was always welcome, as well as the perfect starting point for a run (a sentiment which was greatly enhanced by my perceived lack of trees in Groningen). Thank you!

Jasper Hotho  
Copenhagen, August 2009

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