

University of Groningen

Internationalization decisions

Hotho, J.

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

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.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Appendix E: Structure of interview guide and topics covered during interviews

Personal information interviewee

E.g. position, previous employment history

Personal familiarity perceptions and effects of experience

Self-perceived understanding of local market and host context

- Before/upon entry
- Post entry

Rationalization of perceived understanding

Reflection on degree of actual understanding of local market and host context

- Before/upon entry
- Post entry

Reflection on shifts in perceived understanding of local market and host context

Organization-wide perceived familiarity with local host context

Organization-wide perceived understanding of local market and host context

- Before/upon entry
- Post entry

Rationalization of organization-wide perceived understanding

Degree of actual organization-wide understanding of local host context

- Before/upon entry
- Post entry

Reflection on shifts in organization-wide perceived understanding of local host context

Rationale for key internationalization decisions

Rationale for:

Host market selection

Timing of market entries

Entry-mode decisions

Current mode of operation and shifts in mode of operation

Organizational MNE model

Degree of:

Decentralization of decision-making

Organizational capabilities

Interdependency between subsidiaries and headquarters

Intra-organizational dissemination of knowledge

Discussion of local idiosyncrasies

Interviews were semi-structured, and topics were added or left out depending on the position of the interviewee.