

A born global's radical, gradual and nonlinear internationalization: A case from Belarus*

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This paper contributes to the literature on internationalization processes by showing that a born global can experience nonlinear internationalization (de- and re-internationalize) after radical/fast initial growth, and use some subsidiaries as bases for further gradual expansion. After studying a case of a Belarusian door producer that has invested to seven and exported to 11 more countries, we conclude that a home country's political/economic environment can be a crucial 'push' factor for a firm's fast internationalization but, thereafter, it can internationalize gradually due to lacking knowledge or other resources, and de- and re-internationalize due to various internal and/or external reasons.

Key words: internationalization, born globals, de-internationalization, Belarus, case study (JEL: M16, F23, F20)

* Manuscript received: 02.02.2015, accepted: 06.11.2015 (2 revisions)

This work was supported by the Institutional Research Funding IUT20-49 of the Estonian Ministry of Education and Research and by the Estonian Research Council's grant PUT 1003.

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