بخشی از ترجمه مقاله

عنوان فارسی مقاله:
مدل تجدیدنظر شده بین المللی سازی: رویکرد بازاریابی اینترنتی

عنوان انگلیسی مقاله:
Internationalization model revisited: e-marketing approach

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
Conclusions

The historical development of theoretical models of internationalization covers many different aspects which are important however globalization and hyper-competition have led to new phenomenon of international start-ups which represent a challenge to old approaches of internationalization. New approaches and new theories need to be developed and e-marketing approach offers a fresh perspective of internationalization. This study contributes to internationalization development theory with the conceptual integration of various internationalization theories into a new area of e-marketing. This study also contributes to theory by proposing a revised theoretical integrative conceptual model centring on three major internationalization antecedents (information availability and usage, international business networks and communication interactivity, and international mindset) as well as key factors of e-marketing: e-marketing strategy and e-marketing tactics. The Internet and ICT are vital for the internationalization and e-marketing. Meanwhile, traditional internationalization theories do not explain the patterns of internationalization nowadays, emerged from changes brought by the Internet and ICT.

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این فايل تنه قسمتي از ترجمه ميباشد. برای تهيه مقاله ترجمه شده كامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگليسي مقاله، اينجا كليک خاييد.

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