

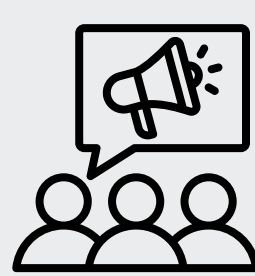
Network Relationships & The Internationalization Process of Turkish Manufacturing Born Globals

Gürel Akar
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Prof. dr. Pieter PAUWELS

INTRODUCTION



The effects of the network relationships and the internationalization process on each other for the firms in an emerging market.

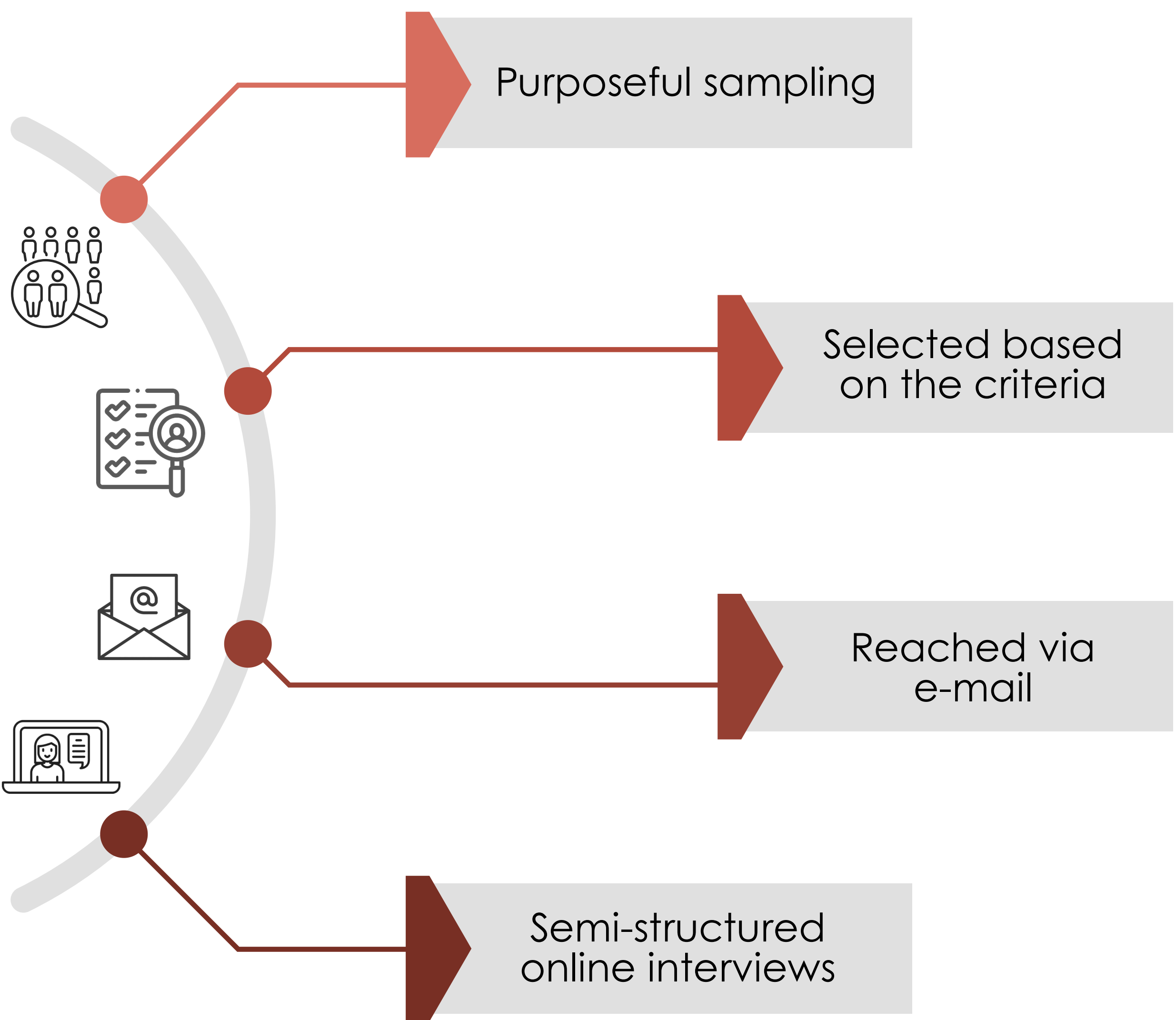


How do network relationships affect the internationalization process of Turkish manufacturing born globals?
To what extent does internationalization affect the dynamics of the network relationships?



Turkey, an emerging market, was selected as the location of the study.
The study focused on the born globals operating in the manufacturing industry.

METHODOLOGY

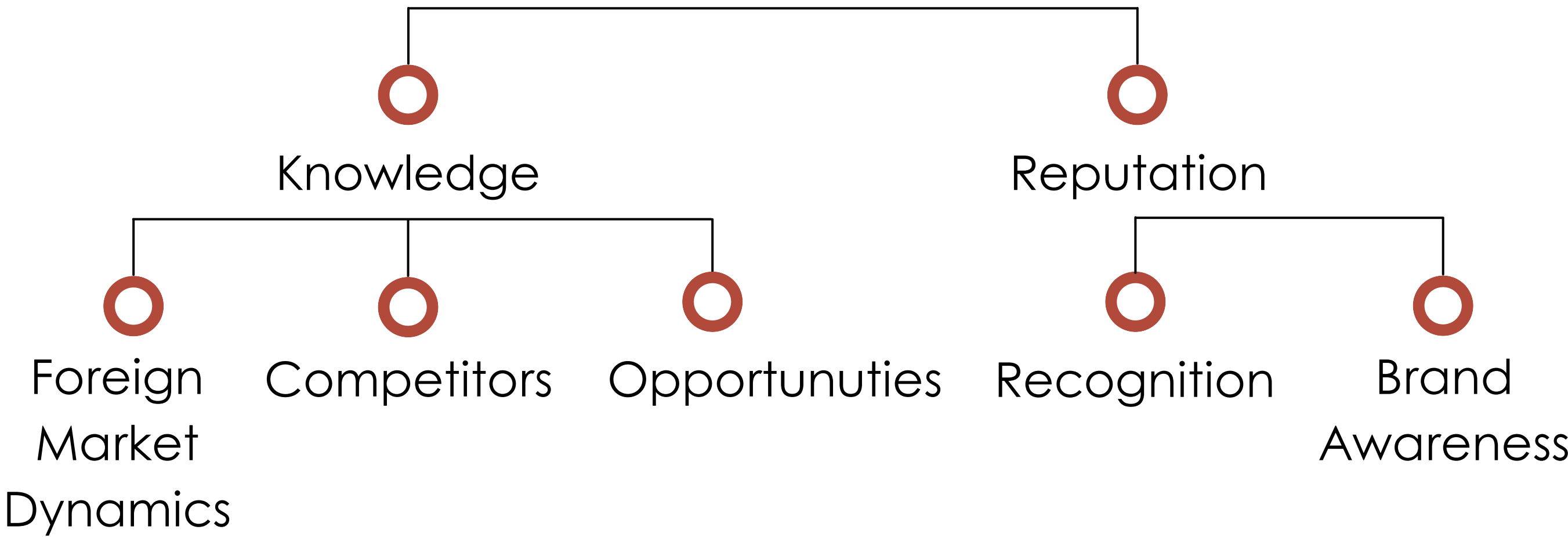


Pre-internationalization network relationships → Only beneficial if the founders have **significant prior experience** in the related sector.



Turkish manufacturing born globals use their network relationships to obtain

intangible resources for their internationalization processes.



To **maximize the benefits** of the network relationships, Turkish manufacturing born globals:

- ▶ Rely on social relationships from out of their close circle.
- ▶ Build emotionally close and trustable relationships.
- ▶ Adjust their network density depending on the existence of the loyal network relationships.
- ▶ Tend to have as many network relationships as possible.
- ▶ Strengthen their network relationships through having emotionally close, reciprocal and trustable relationships.

Internationalization processes of Turkish manufacturing born globals changed the dynamics of the network relationships

