

Network Relationships & The Internationalization Process of Turkish Manufacturing Born Globals

Gürel Akar Master's Thesis 2023-2024 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.



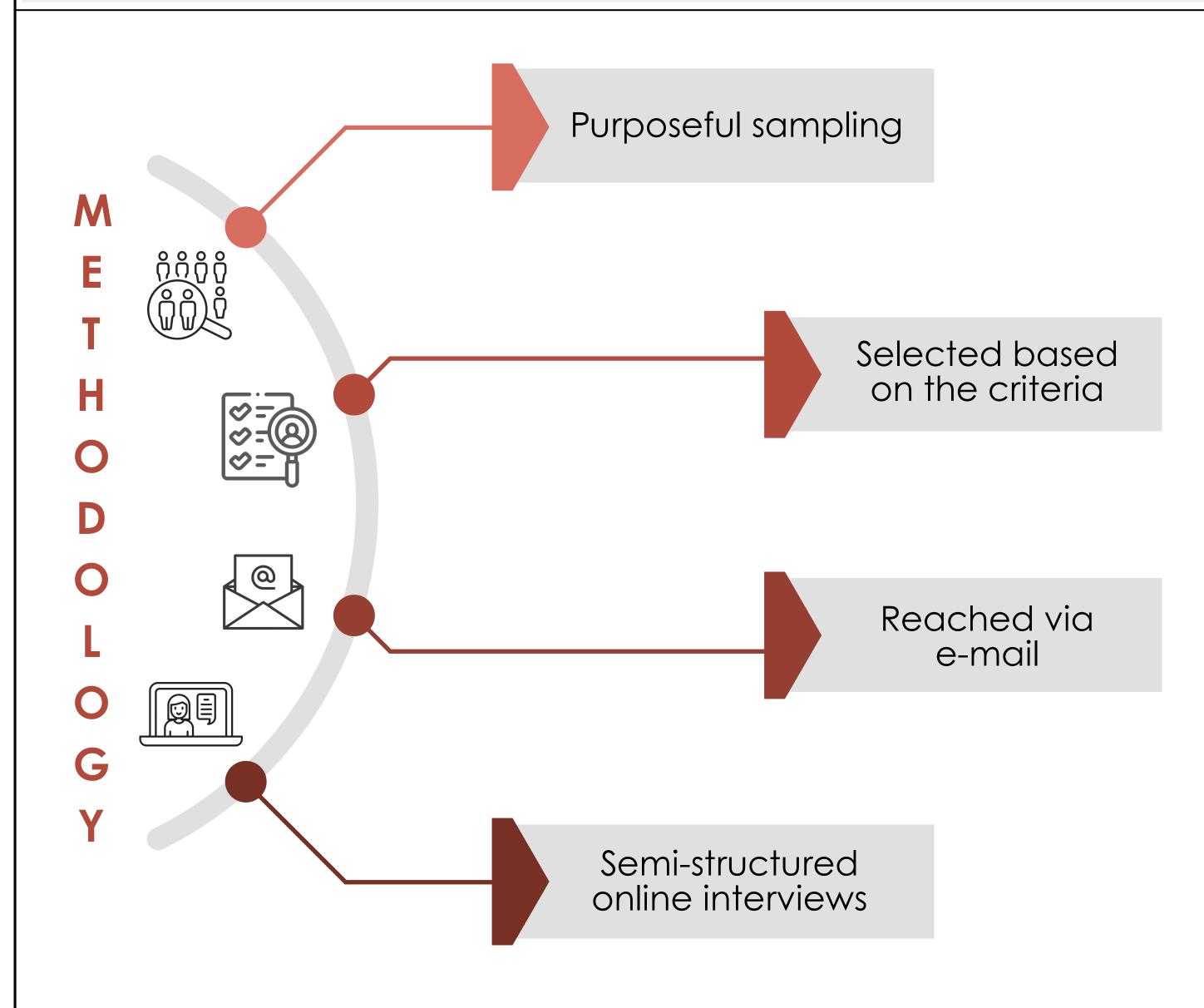
How do network relationships affect the internationalizaiton process of Turkish manufacturing born globals?

To what extent does internationalization affect the dynamics of the network relationships?



Turkey, an emerging market, was selected as the location of the study.

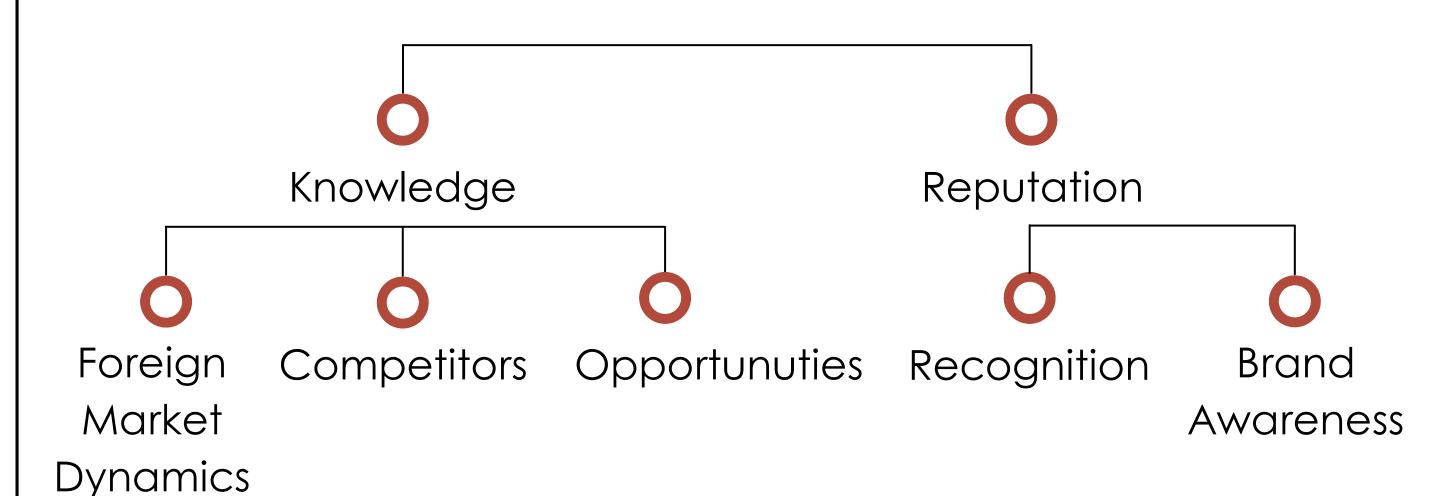
The study focused on the born globals operating in the manufacturing industry.



Turkish manufacturing born globals use their network relationships to obtain

intangible resources

for their internationalization processes.



Pre-internationalization network relationships



Only beneficial if the founders have **significant prior experience** in the related sector.



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

Rely on social relationships from out of their close circle.

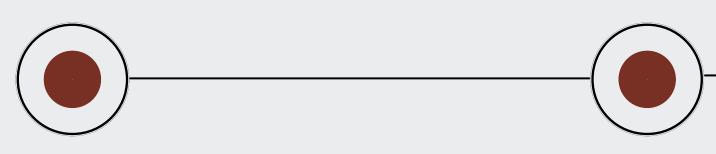
Build emotionally close and trustable relationships.

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



Changes in the network relationships because of the external events

Increase in network size

Shift to disassortative

Become emotionally

and physically closer

Changes in firm structure and decision-makers

Title of the Thesis: Network Relationships and the Internationalization Process of Born Globals: the Case of Turkish Manufacturing Companies

relationships