

Internationalization via Information Technology

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International marketing activities are commonly referred to as multinational marketing, global marketing, or international marketing. There has been a global economy emerging in recent decades. A growing number of businesses are under enormous pressure to compete on a global scale. To be able to succeed in international market, a corporation must understand how to manage, integrate, and build new strategies that will increase the chances for entering new markets. In today's competitive global environment, staying ahead of the competition and satisfying worldwide customers, businesses must develop new products and processes. For companies' survival and competitiveness, analyzing the success elements of Information Technology has become crucial. The aim of this study is to explore the impact of Information technology on products and processes on degree of internationalization in the context of emerging-market. A case study approach is used in this paper. It tends to provide in depth information about the particular case being studied. This study was conducted through standard questionnaires and interview with experts. The results indicate that the degree of internationalization is positively affected by changes on products and processes by changes which have been derived from using Information technology. These results shed light on the mechanism of the effect of Information Technology on degree of internationalization in the emerging-market context. The analysis of this paper shows that Information Technology play an important role in market entry mode decision. Compared with traditional enterprises, enterprise which makes use of Information Technology tend to take firm factors as less important in choosing their entry mode. This study's findings extend the understanding of how companies may improve their dynamics capabilities through Information Technology. The findings are important for academics, businesses, and governors who support the development, training, and deployment of information technology and business intelligence systems, as well as their impact on Iranian firms' export performance and internationalization.

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