## GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Course Name: Internationalization of the firm</th>
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<td>Number of credits: 4</td>
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<tr>
<td>Name(s) of Teacher(s): Simone Guercini</td>
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<td>Modules (if applicable):</td>
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<td>Semester: II</td>
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<td>Venue: University of Florence</td>
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## CONTENTS

### Objectives:

### Contents (<1,000 characters):

The aim of the course is to present and discuss a set of topics about the nature of the internationalization of the firm in an entrepreneurial and managerial perspective, including the followings: trends in business and consumer markets and internationalization of the firm; managerial styles and (national) models of multinational corporation; internationalization in business markets and global factory – interaction and network approaches; middle class and strategic marketing in mature and emerging economies; the research on liabilities in the gradual internationalization approach; international entrepreneurship, ethnic entrepreneur and early global enterprise; qualitative methodologies in the international business research; sectorial patterns of business internationalization.

To analyze this concepts and topic, a set of models is introduced including, among the others, the main contributes to the management and marketing literature on the internationalization process.

A special focus is dedicated to the path of internationalization of the small and medium sized firms from local systems of manufacturing firms.

### Prerequisites:

- Required: Business economics
- Recommended: International Business and / or Marketing and / or Strategic management

### Teaching approach:

- Lecture hours: 24
- Labs hours:
- Other:

### Exams:

Short paper and final colloquium

## TEACHERS

### Short Bio:
Simone Guercini received his PhD in economics from Sant’Anna School of Advanced Studies and was visiting student at the Sussex University. He is full professor of Business economics at the University of Florence and visiting professor at the Grenoble Graduate School of Business. He was recently visiting researcher at the Max Planck for Human Development in Berlin and at the Georgia State University in Atlanta. His research interests include business networks, interaction, heuristics in business, and internationalization, with a special focus on the Italian fashion industry.

Reading List

Compulsory:


Suggested:

• A. Runfola, S. Guercini (2013), Fast fashion companies coping with internationalization. Driving the change or changing the model?, *Journal of Fashion Marketing and Management*, vol. 17, issue 2, pp. 190-205


• S. Guercini (2002), Profilo del vertice, processi di sviluppo e politiche di mercato dell’impresa cinese a Prato, in M. Colombi (a cura di), *L’imprenditorialità cinese nel distretto industriale di Prato*, Leo Olsckhi, Firenze.


