



De-internationalization and Re-internationalization of the Firm

Business Model Innovation for Growth and Survival

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Details

This book marks the first attempt to explore de-internationalization and re-internationalization through business model innovation. Understanding how firms building on their de-internationalization experience can reconfigure their business models to pursue re-internationalization is vital to firms' growth and survival. Combining sound theorizing and practical insights, this book conjectures that the relationship between de-internationalization and re-internationalization is best understood, theoretically and empirically, through the moderating effect of business model innovation. This book puts forward an international business-business model research program that will undoubtedly create more questions than answers, making it an exciting, thought-provoking avenue for future research and practice pondering in a VUCA world. This book is of great interest to practitioners, academics and students of business model innovation and international business, as well as those involved in strategic management for international businesses.