

Clayton Research Seminar Series

A SEIRnet and IBRG Initiative

Department of Management

How Smaller Born-global Firms Use Networks and Alliances to Overcome Constraints to Rapid Internationalisation

Dr Susan Freeman

ABSTRACT

This study identifies key constraints facing smaller born-globals, frequently referred to as “start ups”. They include: lack of economies-of-scale; lack of resources (financial and knowledge); and aversion to risk-taking. The ways born-globals overcome these constraints, using technology to achieve competitive advantage, and networking competencies to develop a range of alliances and collaborative partnerships, are explored. Thus, the presentation focuses on a particular aspect of business-to-business marketing; how small firms achieve rapid growth internationally, through alliances with suppliers, distributors and joint-venture partners; and how these relationships change over time to meet the changing needs of the partners. This material was published in the *Journal of International Marketing* (2006). The authors were **Dr. Susan Freeman**, Professors Ron Edwards and Bill Schroder (Monash).

Susan Freeman

Susan Freeman is a Senior Lecturer in the Department of Management, and member of the International Business Research Unit (IBRU). She has a PhD in the field of international business/international marketing. Her research interests include early and rapidly internationalising small firms (born globals); services internationalisation; firms' strategies in emerging markets of the Asia Pacific and Central and Eastern Europe; and international buyer-seller relationships. She was recently invited to be a presenter in a special panel of 5 international academics from the US, Europe and Asia on “services internationalisation” at the prestigious annual conference, Academy of International Business, Beijing China in June, 2006. She has overseas teaching experience in international marketing/business and strategic management in the Netherlands, Austria and Finland. Her recent research has been published in the *International Journal of Service Industry Management*; *Supply Chain Management: An International Journal*; *European Business Review*; and *Journal of East-West Business*.

Date: Tuesday 5th September 2006

Time: 12:00pm – 1.30pm

Venue: Room E269, 2nd Floor
Building 11 (Menzies Building)
Clayton Campus

RSVP: Lunch will be provided
Please confirm your attendance via email to
deborah.cowley@buseco.monash.edu.au by
COB Tuesday 29th August 2006



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