

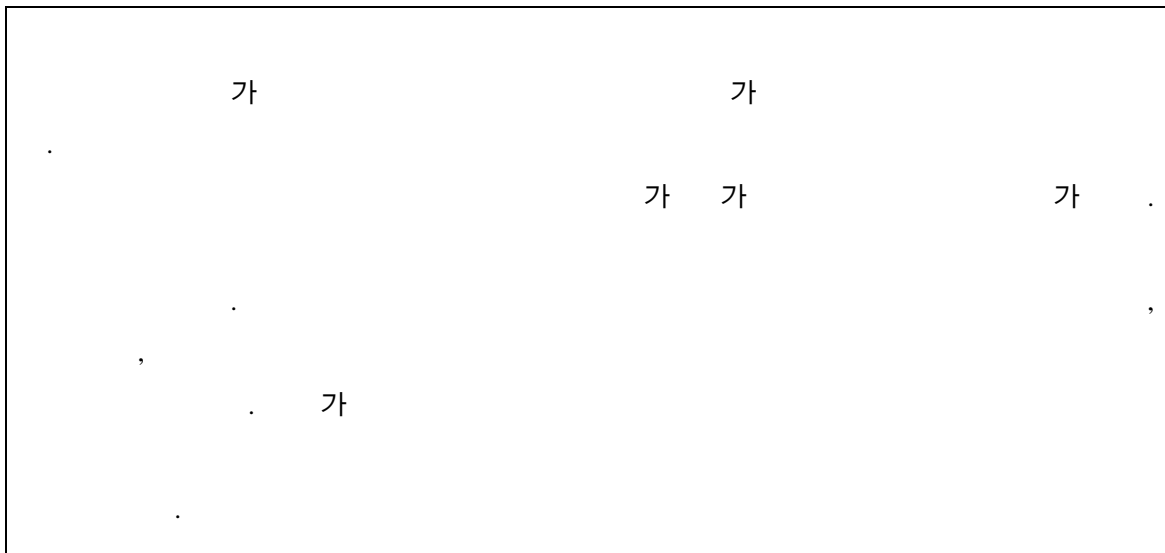
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**Is the Evolutionary Internationalization Perspective Applicable
in the Internet Environment ?**

Seong-tae Hong
Jong-chil Shin



1.

(Levitt, 1983).

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2.

2-1.

가

가

(Vernon, 1966; Wind, Douglas and Perlmutter, 1973; Johanson and Vahlne, 1977).

(incremental internationalization)

가 (Johanson and Vahlne, 1977).

가 (psychic distance)

가

가

(evolutionary perspective)

(Perlmutter, 1969; Vernon, 1979; Bartlett and Ghoshal, 1989; Melin, 1992; Malnight, 1995)

가

가

가

Vernon (1966)

(the

international product life cycle model) Johanson and Vahlne(1977)

(the

(Uppsala) internationalization process model)

(longitudinal character)

(Melin, 1992).

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(Perlmutter, 1969; Hedlund, 1986; Prahalad and Doz, 1987; Bartlett and Ghoshal, 1989; White and Poynter, 1990). Perlmutter

異位階組織(heterarchy) (Hedlund, 1986), (the multifocal organization) (Prahalad and Doz, 1987), 가 (the transnational organization) (Bartlett and Ghoshal, 1989), (the horizontal organization) (White and Poynter, 1990)

(Malnight, 1995).

가

가

(ethnocentrism),

(polycentrism)

(geocentrism)

EPG

(Perlmutter, 1969).

가

(regiocentrism)가

EPRG

(Wind et al., 1973).

Bartlett and Ghoshal(1989)

(International),

(Multinational),

(Global)

(Transnational)

가

(global efficiency),

가

(national

responsiveness)

(worldwide learning)

가(nation)

(Douglas and Craig, 1989).

, 가

(global rationalization)

가

(ethnocentric firm)

Eli Lilly and Company

(Malnight, 1995).

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(, 1987).

(, 1997).

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(Cavusgil, 1980).

. Johanson and Vahlne (1990)

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가 가

(Johanson and Vahlne,

1990).

(McKiernan, 1992).

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(Stubbart, 1992).

(M&A)

(Forsgren, 1990).

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(Hamill, 1997).

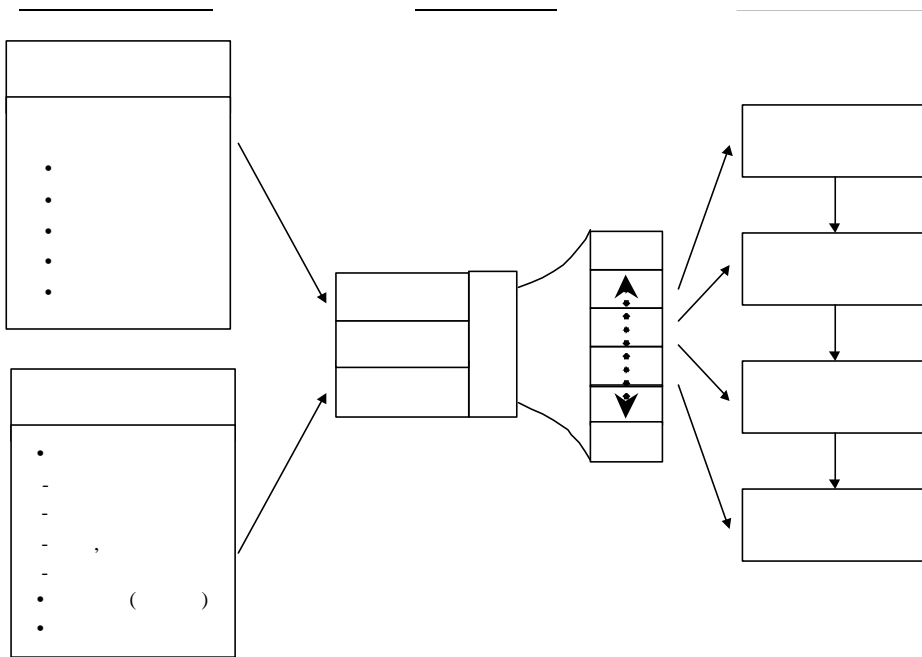
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		Vernon (1966)	가
	()	Johanson and Vahlne (1977)	가 ()
	(ethnocentrism) (polycentrism) (geocentrism)	Perlmutter (1969)	가
	EPG R() 가	Wind et al. (1973)	
	(international) (multinational) (global) (transnational)	Bartlett and Ghoshal (1989)	
	(Appendage) (Participation) (Contribution) (Integration)	Malnight (1995)	, 가

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1)

가 , ,

(market fluctuation) (Wiedersheim-Paul et al., 1978).

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(international orientation)

(Perlmutter, 1969; Wind et al., 1973; Bartlett and Ghoshal, 1989).

가 ,

EPRG

가 가 가 가 (Wind et al., 1973). 가

(informaton flow)

가

(mental map)

(Wiedersheim-Paul et al., 1978).

가 .

(foreignness)

(extraregional expansion)

(Wiedersheim-Paul et al.,

1978).

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가

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가

가

가

(Johanson and Vahlne, 1977).

(core

competence),

(competitive advantage)

(Prahalad and Hamel, 1990; Porter, 1986). Wiedersheim-Paul et al. (1978)

(internal attention-evokers)

가(sunk cost)가 ,

가

, , ,

(excess capacity)

2)

가 (country risk)

(Hamill, 1997)

. Bennett

(1997) 358

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가

가

(market similarity)

. 1945 1976

954

(Davidson, 1983).

(supply effects),

(demand effects),

(uncertainty effects)

가

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(external attention-evokers)

(Wiedersheim-Paul et al., 1978).

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(Johanson and Vahlne, 1977).

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(Johanson and Vahlne, 1977).

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(2)

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(Johanson and Vahlne, 1977).

(experiential knowledge)

(general knowledge)

(market-specific knowledge)

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(3)

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(Bowman and Hurry, 1993; Chang, 1995). Chang (1995)

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3-2.

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(Douglas and Craig, 1989).

2)

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(market concentration)

(market diversification)

(Igal and Zif, 1978).

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가

(Douglas and Craig, 1989).

3)

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(contract manufacturing),

(low-commitment)

(Douglas and Craig, 1995).

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4.

(Webster, Jr.,

1992). 1990

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(Bradely et al., 1993).

(market sensing)

(Day, 1994).

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(Bartlett and Ghoshal, 1988).

가

가 (virtual environment) (, 1996)

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4-1.

가

가

가 (: Made in Korea)

(: Made in Samsung)

(Perlmutter, 1969).

(viability)

(legitimacy)

(Chakravarthly and

Perlmutter, 1985).

가,

가

(Hamill, 1997).

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(Hammer

and Mangurian, 1987).

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(Quelch and Klein, 1996).

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(Hammer and Mangurian, 1987).

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(, 1994)

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(Hagel and Armstrong,

1997; Hammond, 1996),

(Hamill,

1997).

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(Quelch and Klein, 1996).

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(Hamill, 1997).

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	· ,	·
	·	· 가 (global product)
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	·	· 가

4-2.

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(, 1997),

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(Quelch and Klein, 1996).

(web visitor tracking), (bulletin boards), (e-mail)

(customized marketing) 가

4-3.

(home country)

(Levitt, 1983)

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가 가

가

(, 1997).

가가

(simultaneous strategy)

(sequential strategy)

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(Douglas and Craig, 1995).

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(Quelch

and Klein, 1996).

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가 가
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(market maker)

가 가

(Barkema and Vermeulen, 1998).

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(Quelch and Klein, 1996; Hamill, 1997).

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5-2.

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(<http://www.kotra.or.kr/kobo>; www.krit.co.kr; www.infotrade.co.kr)

(1997), 71, , 1996 8
 (1997), Relationship Marketing ,
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 (1987), :
 , , , 21 2 , 6 , pp 19-48
 (1994), Relationship Merit -Supplier Buyer ,
 , 16 2 , 2 , pp 27-46
 (1997), 21 , ,
 (1997), - , -
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