



TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
TABLE OF CONTENTS	ii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
INTISARI	viii
CHAPTER I	1
INTRODUCTION	1
A. Background	1
B. Problem Formulation	6
C. Research Objectives	7
D. Research Benefits	8
E. Research Authenticity	8
F. Thesis Structure	9
CHAPTER II	10
LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT	10
A. International Expansion of SME	10
B. Different Forms of Learning from Internationalization	13
1. Uppsala Model.....	13
2. The Eclectic Paradigm	15
3. Transnational Model.....	16
4. Born Global	17
C. Knowledge and Learning Literature	18



D. Downstream Internationalization and the Acquisition of market Knowledge.....	19
E. Upstream Internationalization and the Acquisition of Technological Knowledge.....	21
F. Downstream Internationalization and the Acquisition of Technological Knowledge.....	23
G. Upstream Internationalization and the Acquisition of Market Knowledge.....	25
CHAPTER III.....	27
RESEARCH METHODS	27
A. Research Design.....	27
B. Sampling Design	28
1. Population.....	28
2. Sampling Method.....	30
3. Sample Size	31
C. Data Collection Method.....	32
D. Operational Definition and Measurement of Variables	33
1. Upstream and Downstream Internationalization	33
2. Acquisition of Market Knowledge and Technological Knowledge	37
E. Data Analysis	39
1. Data Analysis Method	39
2. Multiple Regression.....	40
CHAPTER IV.....	42
ANALYSIS AND DISCUSSION	42
A. Result of Questionnaires.....	42
B. Profile of Respondents and Firms	43
C. Validity and Reliability Test.....	45



1. Market Knowledge and Technological Knowledge	45
2. Upstream and Downstream Internationalization	50
D. Descriptive Statistics	50
E. Hypotheses Test.....	52
1. Downstream internationalization is positively related to the acquisition of market knowledge	53
2. Upstream internationalization is positively related to the acquisition of technological knowledge	54
3. Downstream internationalization is positively related to the acquisition of technological knowledge	54
4. Upstream internationalization is positively related to the acquisition of market knowledge.....	54
F. Discussion.....	55
CHAPTER V	59
CONCLUSION AND RECOMMEDATION	59
A. Conclusion.....	59
B. Limitations and Suggestions for Future Studies	60
C. Managerial Implications.....	61
BIBLIOGRAPHY	62
APPENDIX 1: QUESTIONNAIRE	
APPENDIX 2: DATA	
APPENDIX 3: VALIDITY & RELIABILITY TEST	
APPENDIX 4: HYPOTHESES TESTING	



LIST OF TABLES

Table 3.1 PCA results and CFA results for downstream internationalization and upstream internationalization	36
Table 4.1 Result of Distributed Questionnaires	42
Table 4.2 Respondents Profiles.....	43
Table 4.3 Firms Profiles.....	44
Table 4.4 KMO and Bartlett's Test	46
Table 4.5 Validity Analysis Acquired by Factor Analysis.....	47
Table 4.6 PCA result and CFA result for acquisition on market and technological knowledge	49
Table 4.7 Means, Standard Deviations, and Correlations among Variables.....	51
Table 4.8 Hypotheses Test	53
Table 4.9 Summary of Result.....	55



LIST OF FIGURES

Figure 2.1 Penrosian Model of Firm Growth.....	11
Figure 2.2 Original Uppsala model.....	15
Figure 3.1 Expected Relationships in the Research Model.....	28