

## Literaturverzeichnis:

- Abidin, M.Z. (1997), ASEAN Economies: Continuing Competitiveness through Industrial Restructuring, in: Southeast Asian Affairs, 1997, ISEAS Singapore*
- Adamer, M.M.; Hinterhuber, H.H.; Kaindl, G. (1993), Markt- und Weltmarktführer – Was zeichnet diese Unternehmen aus? – Eine Analyse vor dem Hintergrund der Erfolgsfaktorenforschung, in: der markt, 1/1993, S. 6-11*
- Agarwal, S. (1990), Choice of Foreign Market Entry: An Empirical Study of U.S. Equipment Leasing Firms, in: Advances in International Marketing, Vol. 4, S.33-55*
- Agarwal, S.; Ramaswami, S.N. (1992), Choice of Foreign Market Entry Mode: Impact of Ownership, Location and Internalization Factors, in: Journal of International Business Studies, Vol. 23, First Quarter 1992, S. 1-27*
- Aharoni, Y. (1966), The Foreign Direct Investment Process, Boston 1966*
- Aharoni, Y.; Maimon, Z.; Segev, E. (1978), Performance and Autonomy in Organizations: Determining Dominant Environmental Components, in: Management Science, 1978, Vol. 24, Nr. 9, S. 949*
- Albach, H. (1988), Erfolgsfaktoren der mittelständischen Wirtschaft, in: Henzler, H. (Hrsg.) (1988), S. 161 - 189*
- Aldrich, H. (1979), Organisation and Environments, Eaglewood Cliffs, N.J.: Prentice Hall 1979*
- Alsseg, R. (1971), „Control relationship between American corporations and their European subsidiaries“, AMA Research Study 107, New York: American Management Association 1971*
- Ali, A.; Camp, R.C. (1993), The Relevance of Firm Size and International Business Experience to Market Entry Strategies, in: Journal of Global Marketing, Vol. 6(4), S.91-111*
- Aliber, R.Z. (1970), A Theory of Direct Foreign Investment, The International Corporation, Kindleberger, C.P. (Hrsg.), (Cambridge, MA: MIT Press)*
- Anderson, C.R.; Paine, F.T. (1978), "PIMS: A reexamination", in: Academy of Management Review, Vol.3, Nr.3, S.602-612*
- Anderson, C., Zeithaml, C.P. (1984), Stage of Product Life Cycle, Business Strategy, and Business Performance, in: Academy of Management Journal, Vol. 27, S. 5-24*

- Anderson, E.; Gatignon, H. (1986), Modes of Foreign Entry: A Transactions Cost Analysis and Proposition, in: Journal of International Business Studies, Vol. 17(3), S. 1-26*
- Anderson, O. (1993), On the Internationalisation Process of Firms: A Critical Analysis, in: Journal of International Business Studies, Vol. 24(2), S. 209-231*
- Anderson, O. (1997), International and Market Entry Mode: A Review of Theories and Conceptual Frameworks, in: Management International Review, 1997/2, Vol. 37, S. 27-42*
- Ansoff, H.I. (1965), Corporate Strategy, New York 1965*
- Ayal, I.; Zif, J. (1981), Market Expansion Strategies in Multinational Marketing, in: Journal of Marketing, Spring 1979*
- Ayal, I. (1981), International Product Life Cycle: A Reassessment and Product Policy Implication, Journal of Marketing, Vol. 45 (Fall), S. 91-97*
- Bamberger, I. (1989), Developing Competitive Advantage in Small and Medium Size Firms, in: Long Range Planning, London, Oct 1989, Vol. 22, No. 5, S. 80-88*
- Bamberger, I. (1994), Strategien von Klein- und Mittelunternehmen und ihre Messung, Arbeitspapier Nr. 3 des Fachgebietes „Organisation und Planung“, Universität Essen 1994*
- Bamberger, I.; Essling, R.; Evers, M.; Wrona, T. (1995), Internationalisierung und strategisches Verhalten von Klein- und Mittelunternehmen, Arbeitspapier Nr. 5 des Fachgebietes „Organisation und Planung“, Universität Essen 1995*
- Bamberger, I.; Evers, M. (1994), Internationalisierungsverhalten von Klein- und Mittelunternehmen - Empirische Ergebnisse, in: Strategien für nationale und internationale Märkte: Konzepte und praktische Gestaltung, hrsg. von J. Engelhard und H. Rehkugler, Wiesbaden 1994, S. 249-283*
- Bamberger, I.; Evers, M. (1995), Ursachen und Verläufe von Internationalisierungsentscheidungen mittelständischer Unternehmen, Arbeitspapier Nr. 9 des Fachgebietes „Organisation und Planung“, Universität Essen 1995*
- Bamberger, I.; Wrona, T. (1994), Umwelt, Wettbewerbsstrategien und Unternehmenserfolg – Eine Prüfung kontingenztheoretischer Hypothesen, Arbeitspapier Nr. 2 des Fachgebietes „Organisation und Planung“, Universität Essen 1994*

- Barrett N.J.; Wilkinson,I.F. (1986), Internationalization Behavior: Management Characteristics of Australian Manufacturing Firms by Level of International Development, in: P.W. Turnbull & S.J. Paliwoda (Hrg.), Research in International Marketing, Beckenham, Croom Helm 1986*
- Bauer, H.H. (1991), Unternehmensstrategie und Strategische Gruppen, in: Kistner, K.-P.; Schmidt, R. (Hrsg.) (1991), S. 384 -416*
- Beard, D.W. (1977), The Structure of Organizational Environments: A Factor Analytic Approach, in: Organization and Administrative Sciences, Kent, Winter 1977/78, Vol. 8, No. 4, S. 85*
- Beard, D.W.; Dess, G.G. (1981), Corporate-Level Strategy, Business-Level Strategy, and Firm Performance, in: Academy of Management Journal, Dec 1981, Vol. 24, No. 4, S. 663-688*
- Bell, J. (1995), The internationalization of small computer software firms: A futher challenge to ‘stage’ theories, in: European Journal of Marketing, Vol. 29(8) 1995, S. 60-75*
- Benito, G.R.G.; Gripsrud, G. (1992), The Expansion of Foreign Direct Investment: Discrete Rational Location Choices or a Cultural Learning Process, in: Journal of International Business Studies, Vol. 23(3), S. 461-476*
- Berra; Lorenzo; Piatti; Laura; Vitali; Giampaolo (1995), The internationalisation Process in the small and medium sized firms: A case study on the Italian clothing industry, in: Small Business Economics, Vol. 7(1) 1995, S. 67-75*
- Bilkey, W.J.; Tesar, G. (1978), The Export Behavior of small sized Wisconsin Manufacturing Firms, in: Jounal of International Business Studies, 1978 Spring, S. 93-98*
- Bingham, F.G; Raffield, B.T. (1995), „Business Marketing Management“, South-western College Publ. 1995*
- Birkinshaw, J.M. (1994), Approaching Heterarchy: A Review of the Literature on Multinational Strategy and Structure, in: Advances in International Comparative Management, 1994, Vol. 9, S. 111 - 145*
- Birkinshaw, J.M.; Morrison, A.J. (1995), Configurations of Strategy and Structure in Subsidiaries of Multinational Corporations, in: Journal of International Business Studies, Fourth Quarter 1995, S. 729-753*

- Bonomo, T.V. (1985), Case Research in Marketing: Opportunities, Problems and Process*, in: *Journal of Marketing Research*, Vol. 22 (May), S.199-208
- Boter, H.; Holmquist, C. (1996), Industry Characteristics and Internationalization Processes in Small Firms*, in: *Journal of Business Venturing*, Vol. 11(6) 1990, S. 471-487
- Bourgeois, L.J., III (1980), Performance and Consensus*, in: *Strategic Management Journal*, 1980, Vol. 1, S. 227-248
- Bourgeois, L.J., III (1980), Strategy and Environment: A Conceptual Integration*, in: *Academy of Management Review*, 1980, Vol. 5, No. 1, S. 25-39
- Bourgeois, L.J., III (1985), Strategic Goals, Perceived Uncertainty, and Economic Performance in Volatile Environments*, in: *Academy of Management Journal*, Sep 1985, Vol. 28, No. 3, S. 548-573
- Boyd, B.K.; Dess, G.G.; Rasheed, A.M.A. (1993), Divergence between Archival and Perceptual Measures of the Environment: Causes and Consequences*, in: *Academy of Management Review*, 1993, Vol. 18, No. 2, S. 204-226
- Brouthers et.al. (1996), Dunning's Eclectic Theory and the Smaller Firms: The Impact of Ownership and Locational Advantages on the Choice of Entry-Modes in the Computer Software Industry*, in: *International Business Review*, Vol. 5, S.377-394
- Bryman, A. (1989), Methods and Organisational Studies*, London: Unwin Hyman 1989
- Buckley, P.J.; Casson, M. (1976), The Future of the Multinational Enterprise*, London: Macmillan
- Buckley, P.J.; Casson, M. (1998), Analyzing Foreign Market Entry Strategies: Extending the Internalization Approach*, in: *Journal of International Studies*, Third Quarter 1998, Vol. 29, No. 3, S. 539-561
- Buckley, P.J.; Pass, C.L.; Prescott, K (1992), The Internationalization of Service Firms: A Comparison with the Manufacturing Sector*, in: *Scandinavian International Business Review*, Bradford, 1992, S. 39-57
- Buzzell, R.D.; Gale, B.T.; Sultan, R.G.M. (1975), Market share: A key to profitability*, in: *Harvard Business Review*, Vol. 53, Jan.-Feb., S.97-106
- Buzzell, R.D.; Gale, B.T. (1987), The PIMS Principles*, New York, London 1987
- Buzzell, R.D.; Gale, B.T. (1989), Das PIMS-Programm – Strategien und Unternehmenserfolg*, Wiesbaden 1989

- Capon; Christodoulou, N.; Farley, C.; Hulbert, J.U.; James, M. (1987), A Comparative Analysis of the Strategy and Structure of United States and Australian Corporations, in: Journal of International Business Studies, London, Spring 1987, Vol. 18, No. 1, S. 51-74*
- Carpano, C.; Chrisman, J.J. (1995), Performance Implications of International Product Strategies and the Integration of Marketing Activities, in: Journal of International Marketing, 1995, Vol. 3, No. 1, S. 9-27*
- Cavusgil, S.T.; Naor, J. (1987), Firm and Management Characteristics as Discriminators of Export Marketing Activity, in: Journal of Business Research, Vol. 15, Nr. 3, S. 221-235*
- Cavusgil, S.T.; Nevin, J.R. (1980), A Conceptualization of the Initial Involvement in International Marketing, in: Theoretical Developments in Marketing, Lamb, C.W.; Dunne, P.M. (Hrsg.), S. 68-71*
- Calvusgil, S.T. (1984), Organizational Characteristics Associated with Export Activity, in Journal of Management Studies, Vol. 21, No. 1, Jan 1984*
- Cavusgil, S.T.; Zou, S. (1994), Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures, in: Journal of Marketing, Jan. 1994, Vol. 58, S. 1-21*
- Ciambella, F. (1998), Foreign Investment in Singapore in: Amelyn Chong (Editor), The Business Guide to Singapore, S.53*
- Chevalier, M. (1972), The strategy spectre behind your market share, in: European Business, Vol. 34, S. 63-72*
- Clark, T. (1990), International Marketing and National Character: A Review and Proposal for an Integrative Theory, in: Journal of Marketing, Oct 1990, S. 66-79*
- Contractor, F.J. (1984), Choosing between Direct Investment and Licensing, Journal of International Business Studies, Vol. 15, Nr. 3, S. 167-188*
- Cravens, D.W. (1987), Strategic Marketing, 2. Auflage, Homewood, Ill.: Irwin 1987*
- Cyert, R.; March, J. (1963), A Behavioral Theory of the Firm, Prentice Hall, Englewood Cliffs, NJ*
- Czinkota, M.R.; Johnston, W.J. (1983), Exporting: Does Sales Volume make a Difference?, in: Journal of International Business Studies, Vol.16(1), S. 37-55*

- Czinkota, M. R.; Ursic, M. (1984), An Experience Curve Explanation of Export Expansion, in: Journal of Business Research, Vol.12, Nr. 2, S. 159-68*
- Czinkota, M. R.; Ursic, M. (1991), Classification of Exporting Firms According to Sales and Growth into a Share Matrix, in: Journal of Business Research, Vol.22, Mai 1991, S. 243-53*
- Da Cunha, Derek (1997), The Price of Victory: The 1997 Singapore General Election and Beyond, Institute of Southeast Asian Studies (ISEAS), Singapore*
- Dalli, D. (1994), The Exporting Process: The Evolution of Small and Medium Sized Firms towards Internationalization, in: Advances in International Marketing, 1994, Vol. 6, S. 85-110*
- Dalton, D.R.; Todor, W.D.; Spendolini, M.J.; Fielding, G.J.; Porter, L.W. (1980), Organization Structure and Performance: A Critical Review, in: Academy of Management Review, 1980, Vol. 5, No. 1, S. 49-64*
- Datta, Y. (1979), Competitive strategy and performance of firms in the US TV-set industry: 1950-1960, in: R.C. Huseman (Ed.), Academy of Management Proceedings, 1979*
- Davis, P.S.; Schul, P.L. (1993), Addressing the Contingent Effects of Business Unit Strategic Orientation on Relationships between Organizational Context and Business Unit Performance, in: Journal of Business Research, New York, Jul 1993, Vol. 27, No. 3, S. 183-200*
- Day, G.S. (1984), Strategic market planning: The pursuit of competitive advantage, St. Paul. MN: West 1984*
- Day, G.S., Wensley, R. (1983), Marketing theory with a strategic orientation, in: Journal of Marketing, Vol. 47, Herbst, S.79-89*
- Delacroix, J., Carroll, G. (1983), Organizational Foundings: A Ecological Study of the Newsarticle Industries of Argentina and Ireland, in: Administrative Science Quarterly, Vol. 28, S. 274-291*
- Dess, G.G. (1987), Consensus on Strategy Formulation and Organizational Performance: Competitors in a Fragmented Industry, in: Strategic Management Journal, 1987, Vol. 8, S. 259-277*
- Dess, G.G.; Beard, D.W. (1984), Dimensions of Organizational Task Environments, in: Administrative Science Quarterly, Mar 1984, Vol. 29, No. 1, S. 52-73*

- Dess, G.G.; Davis, P.S. (1984)*, Porter's (1980) Generic Strategies as Determinants of Strategic Group Membership and Organizational Performance, in: American Management Journal 1984, S. 467-488
- Dess, G.G.; Origer, N.K.. (1987)*, Environment, Structure , and Consensus in Strategy Formulaiton: A Conceptual Integration, in: Academy of Management Review, 1987, Vol. 12, No. 2, S. 313-330
- Dess, G.G.; Ireland, R.D.; Hitt, M.A. (1990)*, Industry Effects and Strategic Management Research, in: Journal of Management, 1990, Vol. 16, No. 1, S. 7-27
- Dess, G.G.; Lumpkin, G.T.; Covin, J.G. (1997)*, Entrepreneurial Strategy Making and Firm Performance: Tests of Contingency and Configurational Models, in: : Strategic Management Journal, 1997, Vol. 18, No. 9, S. 677-695
- Dess, G.G.; Rasheed, A.M.A. (1991)*, Conceptualizing and Measuring Organizational Environments: A Critique and Suggestions, in: Journal of Management, 1991, Vol. 17, No. 4, S. 701-710
- Dess, G.G.; Robinson, R.B.(1984)*, Measuring Organizational Performance in the Absence of Objective Measures: The Case of the Privately-held Firm and Conglomerate Business Unite, in: Strategic Management Journal, 1984, Vol. 5, S. 265-273
- Dichtl, E.; Leibold, M; Koeglmayr, H.-G.; Müller, S. (1984)*, The Export Decision of Small- and Medium Sized Firms: A Review, in: Management International Review, Vol. 24, 1984, S. 49-60
- Dichtl, E.; Koeglmayr, H.-G.; Müller, S. (1989)*, International Orientation as a Precondition for Export Success, in: Journal of International Business Studies, 1990(1), S. 23-40
- Dicken, P. (1992)*, Global Shift: The Internationalization of Economic Activities, 2. Auflage, New York 1992
- Dieckheuer, G. (1990)*, Internationale Wirtschaftsbeziehungen, München 1990
- Dill, W.R. (1958)*, Environment as an influence on managerial autonomy, in: Administrative Science Quarterly, Vol.2, S.409-443
- Douglas et.al. (1982)*, Approaches to Assessing International Marketing Opportunities for Small and Medium Sized Companies, in: Columbia Journal of World Business, Vol. 17, Nr.3, S. 26-32

- Doyle, P.; Wong, V.; Shaw, V. (1994), Marketing Strategies of International Competitors in the UK Machine Tool Market, in: Journal of Global Marketing, New York, 1994, Vol. 8, No. 2, S. 75-96*
- Düfler, E. (1982), Internationalisierung der Unternehmung – gradueller oder prinzipieller Wandel?, in: Internationalisierung der Unternehmung als Problem der Betriebswirtschaftslehre, hrsg. Von W. Lueck und V. Trommsdorf, Berlin 1982. S. 47-72*
- Düfler, E. (1992), Internationales Management in unterschiedlichen Kulturbereichen, 2. Aufl., München 1992*
- Dunning, J.H. (1980), Towards an Eclectic Theory of International Production: Empirical Tests, Jounal of International Business Studies, Vol. 11, Nr. 1, S. 9-31*
- Dunning, J.H. (1988), The Eclectic Paradigm of International Business: A Restatement and Some Possible Extensions, in: Jounal of International Business Studies, Vol. 19, Nr. 1, S. 1-32*
- Dunning J.H. (1993), Multinational Enterprises and the Global Economy, New York: Addison-Wesley, 1993*
- Eggleson, Karin (1997), The Sustainability of East Asian Growth, in: ASEAN Economic Bulletin, July 1997, ISEAS Singapore*
- Egelhoff, W.G. (1982), “Strategy and stucture in multinational corporations: An information processing approach”, in: Administrative Science Quarterly, 27, S.435-458*
- Egelhoff, W. G. (1988), Strategy and Structure in Multinational Corporations: A Revision of the Stopford and Wells Model, in: Strategic Management Joural, 1988, Vol. 9, S. 1-14*
- Economic Intelligence Unit (1996), EIU Fact Sheet - Global Economy 1996*
- Economic Intelligence Unit (1998), EIU Country Forecast - Singapore, 2st Quarter 1998*
- Engelhard, J. (1992), Bewertung von Laenderrisiken bei Auslandsinvestitionen: Moeglichkeiten, Ansaetze und Grenzen, in: Handbuch der internationalen Unternehmenstaetigkeit, Hsgb. von B.N. Kumar und H. Haussmann, Muenchen 1992, , S. 367-383*
- Engelhard, J.; Eckert, S. (1993), Markteintrittsverhalten deutscher Unternehmen in Osteuropa, in: Der Markt, Vol. 32, 1993, S. 172-188*

- Engwall, L.; Johanson, J. (1980), Who Controls International Business Activities? In: Engwall, L.; Johanson, J. (eds.), Some Aspects of Control in International Business, 1980, Acta Universitatis Upsaliensis Studia Oeconomiae Negotiorum 12, Uppsala: Almqvist & Wiksell, S. 3-16*
- Erramilli, M.K. (1996), Nationality and Subsidiary Ownership Patterns in Multinational Corporations, in: Journal of International Business Studies, Second Quarter 1996, S. 225ff*
- European Commision and UNCTAD (1996), Investing in Asia's Dynamic - European Direct Investment in Asia, ECSC-EC-EAEC, Brussels/Luxembourg*
- European Parliament, Directorate General for Research (1996), The dynamics of Economic Change in Asia - Implications for Trade and European Union Presence, Working Paper W-12, 3-96, External Economic Relation Series, Luxembourg*
- Fahey, L.; Christensen, H.K.. (1986), Evaluating the Research on Strategy Content, in: Journal of Management, 1986, Vol. 12, No. 2, S.167-183*
- Fern, E.F.; Brow, J.R. (1984), „The Industrial/Consumer Marketing Dichotomy: A Case of Insufficient Justification‘, in: The Journal of Marketing, Herbst, S.68-77*
- Fiegenbaum, A.; Thomas, H. (1995), Strategic Groups As Reference Groups: Theory, Modeling And Empirical Examination Of Industry And Competitive Strategy, in: Strategic Management Journal, Sep 1995, Vol. 16, No. 6, S. 461-476*
- Ford, D.; Lawson, A.; Nicholls, J.F. (1982), Developing International Marketing Through Overseas Subsidiaries, in: Export Management, Czinkota,M.; Tesar, G. (Eds), New York: Praeger 1982, S. 227-243*
- Forsgren, M.; Holm, U.; Johannson, J. (1995), Division Headquarters go abroad - A Step in the Internationalization of the Multinational Corporation, in: Journal of Management Studies, Jul. 1995, 34:4, S. 475-491*
- Forsgren, R.A. (1989), Increasing Mail Survey Response Rates: Methods for Small Business Researchers, in: Journal of Small Business Management, Oct. 1989, S. 61-67*
- Fouraker, L.E.; Stopfort, J.M. (1968), Organisation structure and multinational strategy, in: Administrative Science Quarterly, Vol.13, S.57-70*
- Franko, L.G. (1976), The European Multinationals, Greenwich, Conn.: Greylock Press 1976*

- Frederickson, J.W.; Mitchell, T.R. (1984), Strategic Decision Process: Comprehensive and Performance in an Industry with an Unstable Environment, in: Academy of Management Journal, 1984, Vol. 27, No. 2, S. 339-423*
- Freemann, O.R.; Persen, W. (1980), Multinational Cooperations: Some Facts and Figures, in: The Futurist, Vol. 4(1), S. 47-53*
- Fritz, W. (1990), Marketing – ein Schlüsselfaktor des Unternehmenserfolges? – Eine kritische Analyse vor dem Hintergrund der empirischen Erfolgsfaktorenforschung, in: Marketing ZFP, 2/1990, S. 91 – 110*
- Fritz, W. (1992), Unternehmensführung und Unternehmenserfolg: Grundlagen und Ergebnisse einer empirischen Untersuchung, Stuttgart: Schäffer-Poeschel, 1992*
- Fritz, W. (1994), Die Produktqualität – ein Schlüsselfaktor des Unternehmenserfolge, Stuttgart 1992*
- Fruhan, W.E. Jr. (1972), Pyrrhic victories in fights for market share, in: Harvard Business Review, Vol. 50, S. 100-107*
- Galbraith, C; Edstroem, A. (1976), International transfer of manager: Some important policy considerations, in: Columbia Journal of World Business, Sommer, S.100-112*
- Galbraith, C; Schendel, D. (1982), An Empirical Analysis of Strategy Types, in: Strategic Management Journal, 1983, Vol. 4, S. 153-173*
- Garnier, G.H. et al. (1979), Autonomy of Mexican affiliates of U.S. multinational corporations, in: Columbia Journal of World Business, Frühjahr, S.78-90*
- Garnier, G. (1982), Context and Decision Making Autonomy in the Foreign Affiliates of U.S. Multinational Corporations, in: Academy of Management Journal, 1982, Vol 25, S. 893-908*
- Garnier, G. (1984), The Autonomy of Foreign Subsidiaries: Environmental and National Influences, in: Journal of General Management, Henley-on-Thames, Autumn 1984, Vol. 10, No. 1, S. 57-82*
- Gates, S.R.; Egelhoff, W.G. (1986), Centralization in Headquarter-Subsidiary Relationship, in: Journal of International Business Studies, 1986 (Sommer), S. 72-92*

- Geringer, J.M.; Beamish, P.W.; daCosta, R.C. (1989), Diversification Strategy and Internationalization: Implications, in: Strategic Management Journal, 1989, Vol. 10, No. 2, S. 109-119*
- Ghauri, P. (1992), New Structures in MNCs Based in Small Countries: A Network Approach, in: European Management Journal, London, Sep 1992, Vol. 10, No. 3, S. 357-364*
- Ghemawat, P. (1987), Dauerhafte Wettbewerbsvorteile aufbauen, in: Harvard Manager, 2/1987, S. 104 - 108*
- Ghoshal S (1987), Global Strategy: An Organising Framework, in: Strategic Management Journal, 1987, Vol. 8, S.425-440*
- Ghoshal S.; Bartlett, C.A. (1988), Creation, Adoption, and Diffusion of Innovations by Subsidiaries of Multinational Corporations, in: Journal of International Business Studies, Fall 1988, S.365-388*
- Ghoshal S.; Nohria, N. (1989), Internal Differentiation within Multinational Organisations, in: Strategic Management Journal, 1989, Vol. 10, S. 323-337*
- Ghoshal S.; Nohria, N. (1993), Horses for Courses: Organizational Forms for Multinational Corporations, in: Sloan Management Review, Winter 1993, S. 23-35*
- Ginsberg, A.; Venkatraman, N. (1985), Contingency Perspectives of Organizational Strategy: A Critical Review of the Empirical Research, Academy of Management Review, Vol. 10(3), S. 421-423*
- Glaum, M., (1996), Internationalisierung und Unternehmenserfolg, Wiesbaden: Gabler, 1996*
- Göbel, H.; Langhammer, R.J.; Weiss, F.D. (1988), Wachstum im asiatisch-pazifischen Raum: Implikationen für die internationale Arbeitsteilung, Tübingen 1988*
- Goodnow, J.; Hansz, J. (1972), Environmental Determinants of Overseas Market Entry Strategies, Journal of International Business Studies, 1972 (Spring), S. 33-50*
- Goyer, J.P. (1996), ASEAN Free Trade Area: Making the Region More Investment Competitive, in: East Asian Executive Reports, April 15, 1996, S. 9-13*
- Grant, W. (1992), Economic Globalisation, Stateless Firms and International Governance, Working Paper, No. 105, Dept of Politics and International Studies, University of Warwick, 1992*

- Grimm, U. (1983), Analyse strategischer Faktoren – ein Beitrag zur Theorie der strategischen Unternehmensplanung, Wiesbaden 1983*
- Gupta, A.K.; Govindarajan, V. (1991), Knowledge Flows and the Structure of Control within Multinational Corporations, in: Academy of Management Review, 1991, Vol. 16, No. 4, S. 768-792*
- Haas, R.W. (1986), Industrial Marketing Management, 3<sup>rd</sup>. Edition, Kent Publishing Co., 1986*
- Hair, J.; Anderson, R.E.; Tatham, R.L.; Black, W.C. (1992), Multivariate Data Analysis with Readings, 3. Auflage, Macmillan, New York, 1992*
- Hair, J.; Anderson, R.E.; Tatham, R.L.; Black, W.C. (1995), Multivariate Data Analysis with Readings, 4. Auflage, Macmillan, New York, 1995*
- Hambrick, D.C.,(1980), Operationalizing the Concept of Business-Level Strategy in Research, in: Academy of Management Review, 1980, Vol. 5, S. 567-576*
- Hambrick, D.C.,(1983), Some Tests of Effectiveness and Functional Attributes of Miles and Snow's Strategic Types, in: Academy of Management Review, 1983, Vol. 26, No. 1, S. 5-26*
- Hambrick, D.C.,(1983), High Profit Strategies in Mature Capital Goods Industries: A Contingency Approach, in: Academy of Management Review, 1983, Vol. 26, No. 4, S. 687-707*
- Hambrick, D.C.; Lei, D. (1985), Toward an Empirical Prioritization of Contingency Variables for Business Strategy, in: Academy of Management Journal, Dec 1985, Vol. 28, No.4, S.763-788*
- Hannan, M.; Freeman, J. (1977), The population ecology of organization, in: American Journal of Sociology, Vol.82, S.929-964*
- Harris, R.G. (1993), Globalization, Trade and Income, in: Canadian Journal of Economics, Vol.26, 1993, S. 755-776*
- Harrigan, R.K. (1983), Research Methodologies for Contingency Approaches to Business Strategy, in: Academy of Management Review, 1983, Vol. 8(3), S. 398-405*
- Hatten, K.J.; Schendel, D.E. (1975-76), "Strategy's Role in Policy Research", in: Journal of Economics and Business, Vol.28, S. 108-112*

- Hatten K.J.; Schendel, D.E.; Cooper, A.C. (1978), A strategic model of the U.S. brewing industry: 1952-1971, in Academy of Management Journal, 1978, Vol. 21, S. 592-610*
- Hedlund, G. (1981), Autonomy of Subsidiaries and formalisation of Headquarters-subsidiary realtions in Swedish MNCs, in: L. Otterbeck (Hrsg.), The Management of headquarters-subsidiary relations in multinational corporations, S. 25-78, Hampshire, UK: Gower PublishersCo. 1981*
- Herbert, T.T. (1984), Strategy and Multinational Organization Structure: An Interorganizational Relationship Perspective, in: Academy of Management Review, 1984, Vol. 9(2), S. 259-271*
- Herbert, T.T.; Deresky, H. (1987), Generic Strategies: An Empirical Investigation of Typology Validity and Strategy Content, in: Strategic Management Journal, Vol. 8, S. 135-147*
- Hildebrandt, L. (1992), Wettbewerbssituation und Unternehmenserfolg, in: Zeitschrift für Betriebswirtschaft, 10/1992, S. 1069 - 1084*
- Hill, C.W.L. (1988), Differentiation versus Low Cost or Differenziation and Low Cost: A Contingency Framework, in: Academy of Management Review 1988, S. 401-412*
- Hill, C.W.L. et.al. (1990), An Eclectic Theory of the Choice on International Entry Mode, in: Strategic Management Journal, Vol. 11, S. 117-128*
- Hill, C.W.L. (1998), Global Business Today – International Edition, Irwin/McGraw-Hill 1998*
- Hinterhuber, H.H.; Kirchebner, M. (1983), Die Analyse strategischer Gruppen von Unternehmungen, in: Zeitschrift für Betriebswirtschaft, 9/1983, S. 854 - 868*
- Hinterhuber, H.H. (1993), Globalisierung der Märkte und Internationalisierungsprozesse, in: Strategisches Management global, Hrsg. von R.M. Hammer u.a., Wiesbaden 1993, S.151-173*
- Hirsch, S.; Lev, B. (1973), Foreign Marketing Strategies, in: Management International Review, 1973, Nr. 13*
- Hofer, C.W. (1975), "Towards a Contingency Theory of Business Strategy", in: Academy of Management Journal, Vol. 18, S.784-810*
- Hofer, C.W.; Schendel, D.E. (1978), "Strategy Formulation: Analytical Concepts", St. Paul: West 1978*

- Hoffmann, F. (1986), Kritische Erfolgsfaktoren – Erfahrungen in großen und mittelständischen Unternehmungen, in: Zeitschrift für betriebswirtschaftliche Forschung, 10/1986, S. 831 -843*
- Hoffman, R.C. (1988), The General Management of Foreign Subsidiaries in the U.S.A.: An Exploratory Study, in: Management International Review, 1988/2, Vol. 28*
- Hoffman, R.C. (1994), Generic Strategies for Subsidiaries of Multinational Corporations, in: Journal of Managerial Issues, Spring 1994, Vol. VI, No. 1, S. 69-87*
- Hofstede, G. (1980), Culture's Consequences: International Differences in Work-related Values, Beverly Hills, Calif.: Sage Publications 1980*
- Hofstede, G. (1984), Cultural Dimensions in Management and Planning, in: Asia Pacific Journal of Management, Jan 1984, S. 81-99*
- Hood, N.; Young, S. (1981), The Economics of Multinational Enterprise, 1981, (London: Logman Publishers)*
- Huszagh, S.M.; Huszagh, F.W.; Hanks, G.W. (1992), Macroeconomic Conditions and International Marketing Management, in: International Marketing Review, Vol. 9, No.1, 1992, S. 6-18*
- Hymer, S.H. (1976), The International Operation of National Firms: A Study of Direct Foreign Investment, Cambridge, MA: MIT Press 1976*
- Inckson J.H., et al. (1970), A comparison of organisational structure and managerial roles: Ohio (USA), and the Midlands (England), in: Journal of Management Studies, Vol. 7, S.347-63*
- Jain, S.C. (1989), Standardisation of International Marketing Strategy: Some Research Hypotheses, in: Journal of Management, Vol.53, S. 70-79*
- Jarillo, J.C.; Martinez, J.I. (1990), Different Roles for Subsidiaries: The Case of Multinational Corporations in Spain, in: Strategic Management Journal, Vol. 11, S. 501-512*
- Johanson; J.; Wiedersheim-Paul (1975), The Internationalization of the Firm: Four Swedish Case Studies, Journal of Management Studies, Oct. 1975, S305-322*
- Johanson; J.; Vahlne, J. (1977), The Internationalization Process of the Firm: A Model of Knowledge Development and Increasing Foreign Market Commitments, Journal of International Business Studies, 1977, Nr. 9, S. 23-32*

- Johanson; J.; Vahlne, J. (1990), The Mechanism of Internationalisation, in:  
International Marketing Review, 1990, Vol. 7, No. 4, S. 11-24*
- Judd,C.M.; Smith, E.R.; Kidder, L.H. (1991), Research Methods in Social Relations,  
Fort Worth: Winston 1991*
- Kaikati, J.G. (1996), Opportunities and Challenges of Doing Business in ASEAN, in:  
Journal of Global Marketing, 1996, Vol. 9 (3), S. 47-64*
- Karafakioglu, M. (1986), Export Activities of Turkish Manufacturers, in: International  
Marketing Review, Vol. 3, Nr. 4, S.34-43*
- Kaufmann, F. (1993), Internationalisierung durch Kooperation: Strategien für  
mittelständische Unternehmen, Wiesbaden 1993*
- Keegan, W. J. (1984), International Competition: The Japanese Challenge, in: Journal of  
International Business Studies, Vol.15, Nr.3, Winter 1984, S.189-193*
- Kerlinger, F.N. (1986), Foundations of Behavioral Research, Holt, Rinehart & Winston,  
Fort Worth, TX 1986*
- Ketchen, D.J. Jr.; Shook, C. L. (1996), The Application of Cluster Analysis in Strategic  
Management Reseach: An Analysis and Critique, in: Strategic Management  
Journal, 1996, Vol. 17, No. 6, S. 441-466*
- Kieser, R. (1989), Organisationsstruktur, empirische Befunde, in: Handwoerterbuch  
Export und internationale Unternehmung, Hrsg. von K. Macharzina; M.K. Welge,  
Stuttgart 1989, S.1574-1590*
- Kim, L. (1980), "Organizational Innovation and Structure", in: Journal of Business  
Research, Ch.8, S.225-245*
- Kim, W.C.; Hwang, P. (1992), Global Strategy and Multinationals' Entry Mode Choice,  
in: Journal of International Business Studies, 1992(1), S. 29-53*
- Kim, Y.Y. (1990), Die asiatische Pazifikregion: Entstehung eines neuen  
Weltwirtschaftsraumes, Studien der Bremer Gesellschaft für Wirtschaftsforschung  
e.V. - Band 1, Frankfurt a.M. 1990*
- Kim, L.; Lim, Y. (1988), Environment, Generic Strategies, and Performance in a  
Rapidly Developing Country: A Taxonomic Approach, in: Academy of  
Management Journal, 1988, Vol. 31, No. 4, S. 802-827*
- Kogut, B.(1985), Designing Global Strategies: Profiting from Operational Flexibility,  
in: Sloan Management Review, Vol. 27(Herbst), S. 27-38*

- Kogut, B.; Singh, H. (1988), The Effect of National Culture on the Choice of Entry Mode*, in: Journal of International Business Studies, Vol. 19(3), S. 411-432
- Kotler, P. (1994), „Marketing Management: Analysis, Planning, Implementation, and Control“*, 8. Auflage, Prentice-Hall Inc. 1994
- Krüger, W.; Schwarz, G. (1990), Konzeptionelle Analyse und praktische Bestimmung von Erfolgsfaktoren und Erfolgspotentialen*, in: Bleicher, K; Gomez, P. (Hrsg.) (1990), S. 179 - 209
- Kumar, B.; Steinmann, H. (1986), Direct Investment of German Medium-sized Firms in the French Market: Entry Strategies and Management Patterns*, in: Advances in International Marketing, Vol.1, S. 69-91
- Kutschker, M.; Bäurle, I. (1997), Three + One: Multidimensional Strategy of Internationalization*, in: Management International Review, Vol. 37, 1997/2, S. 103-125
- Kwon, Y.-C.; Hu, M.Y. (1996), Comparative Analysis of Export-oriented and Foreign Production-oriented Firms' Foreign Market Entry Decisions: A Reply*, in: Management International Review, Vol. 36, 1996/4, S.371-379
- Kwon, Y.-C.; Hu, M.Y. (1995), Comparative Analysis of Export-oriented and Foreign Production-oriented Firms' Foreign Market Entry Decisions*, in: Management International Review, Vol. 35, 1995/4, S.325-336
- Kyung, H.S. (1988), Markteintrittsprobleme und -strategien deutscher Unternehmen in Ost- und Südostasien unter besonderer Berücksichtigung Koreas*, Dissertation Universität Bielefeld 1988
- Lasserre, P. (1996), Regional Headquarters: The Spearhead for Asia Pacific Markets*, in: Long Range Planning, Feb 1996, Vol. 29, No. 1, S. 30-37
- Lee, J.; Miller, D. (1996), Strategy, Environment and Performance in Two Technological Contexts: Contingency Theory in Korea*, in: Organization Studies, 1996, Vol. 17/5, S. 729-750
- Lee, Sheng-Yi (1978), Public Finance and Public Investment in Singapore*”, Kong Brother Press, Singapur
- Leidecker, J.K.; Bruno, A.V. (1984), Identifying and Using Critical Success Factors*, in: Long Range Planning, 1/1984, S. 23 - 32
- Leifer, M. (1964), “Communal Violence in Singapore” in: Asian Survey, 4 (10), 1964*

- Lemak, D.J.; Bracker, J.S. (1988), A Strategic Contingency Model of Multinational Corporate Structure, in: Strategic Management Review, 1988, Vol. 9, S. 521-526*
- Lenz, R.T (1978), Strategic interdependence and organizational performance: Patterns in a industry. Unpublished doctoral dissertation, Indiana University 1978*
- Levitt, T. (1983), The Globalisation of Markets, in: Harvard Business Review, Vol. 61, S. 92-102*
- Li, Jiatao (1995), Foreign Entry and Survival: Effect of Strategic Choices on Performance in International Markets, in: Strategic Management Journal, 1995, Vol. 16, S. 333-351*
- Lim, J.S.; Sharkey, T.W.; Kim, K.I. (1993), Determinants of International Marketing Strategy, in: Management International Review, Vol. 33, 1993/2, S. 103-120*
- Liouville, J. (1992), Under what Conditions can Exports exert a Positive Influence on Profitability? , Management International Review, Vol.32, 1992/1, S.41-54*
- Liouville, J.; Nanopoulos, C. (1996), Performance Factors of Subsidiaries Abroad: Lessons in an Analysis of German Subsidiaries in France, in: Management International Review, 1996/2, Vol. 39, S. 101-121*
- Low, L. (1998), "The Political Economy of a City-State, Government-made Singapore", Oxford University Press, Singapore*
- Luo, Y. (1999), International Strategy and Subsidiary Performance in China, in: Thunderbird International Business Review, New York, 1999, Vol. 41, No. 2, S. 153-178*
- Lumpkin, G.T.; Dess, G.G. (1995), Simplicity as a Strategy-Making Process: The Effects of Stage of Organizational Development and Environment on Performance, in: Academy of Management Journal, Oct. 1995, Vol. 38, No. 5, S. 1386-1400*
- Luostarinen, R. (1980), The Internationalization of the Firm, Helsinki: The Helsinki School of Economics 1980*
- Macharzina, K.; Engelhard, J. (1984), Internationalisierung der Unternehenstaetigkeit, Institut fuer Betriebswirtschaftslehre der Universitaet Hohenheim, Nr.16, Stuttgart 1984*
- Malhotra, N. K. (1993), Marketing Research: An Applied Orientation, Prentice Hall, New Jersey, 1993*

- Martinez, J.I.; Jarillo, J.C. (1989), The Evolution of Research on Coordination Mechanisms in Multinational Corporations, in: Journal of International Business Studies, Herbst 1989, S. 489-514*
- Martinez, J.I.; Jarillo, J.C. (1991), Coordination Demands of International Strategies, in Journal of International Business Studies, Third Quarter 1991, S. 429-444*
- Mattsson, J. (1986), Initial Penetration of European Continental Markets by Medium-Sized Firms, in: Advances in International Marketing, Vol.1, S. 93-114*
- Mauthe, K.D. (1984), Strategische Analyse – Darstellung und kritische Würdigung bestehender Ansätze zur Strategischen Unternehmens- und Umweltanalyse, München 1984*
- McGee J.; Thomas, H. (1986), Strategic Groups: Theory, Research and Taxonomy, in: Strategic Management Journal, Vol. 7, 1986, S. 141 - 160*
- McKiernan (1992), Strategies of Growth, London: Routledge*
- Meffert, H.; Althans, J. (1982), Internationales Marketing, Stuttgart 1982*
- Meissner, H.G. (1995), Strategisches internationales Marketing, München 1995*
- Melin, L. (1992), Internationalisation as a Strategy Process, in: Strategic Management Journal, Vol. 13, S. 99-118*
- Mengerle, J. (1994), Horizontale Kooperation als Markteintrittsstrategie im internationalen Marketing, Wiesbaden 1994*
- Miller, D. (1977), Strategy-Making in Context: Ten Empirical Archetypes, in: Journal of Management Studies, Oxford, Oct 1977, Vol. 14, No. 3, S. 253*
- Miller, D. (1979), Strategy, Structure and Environment: Context Influences upon some Bivariate Associations, in: Journal of Management Studies, Oxford, Oct 1979, Vol. 16, No. 3, S. 294*
- Miller, D. (1986), Configurations of Strategy and Structure: Towards a Synthesis, in: Strategic Management Journal, 1986, S. 233-250*
- Miller, D. (1987), The Structural and Environmental Correlates of Business Strategy, in: Strategic Management Journal, 1987, Vol. 8, S. 55-76*
- Miller, D. (1988), Relating Porter's Business Strategies to Environment and Structure: Analysis and Performance implications, in: Academy of Management Journal 1988, S. 280-308*

- Miller, D. (1992), The Generic Strategy Trap, in: Journal of Business Strategy, Boston, Jan/Feb 1992, Vol. 13, No. 1, S. 37-41*
- Miller, D.; Dess, G.G. (1993), Assessing Porter's (1980) Model In Terms Of Its Generalizability, Accuracy And Simplicity, in: Journal of Management Studies, Oxford, Jul 1993, Vol. 30, No. 4, S. 553-585*
- Miller, D.; Friesen, P.H. (1983), Strategy-Making and Environment: The Third Link, in: Strategic Management Journal, Jul/Sep 1983, Vol. 4, No. 3, S. 221-235*
- Miller, D.; Friesen, P.H. (1986), Porter's (1980) Generic Strategies and Performance: An Empirical Examination with American Data – Part II: Performance Implications, in: Organization Studies, Berlin, 1986, Vol. 7, No. 3, S. 255-261*
- Miller, D.; Toulouse, J.M. (1986), Strategy, Structure, CEO Personality and Performance in Small Firms, in: Entrepreneurship Theory and Practice, Waco, Winter 1986, Vol. 10, No. 3, S. 47-62*
- Millington, A.I.; Bayliss, B.T. (1990), The Process of Internationalisation: UK Companies in the EC, in: Management International Review 1990/2, Vol. 30, S. 151-161*
- Ministry of Trade and Industry, Republic of Singapore (1986), "The Singapore Economy: New Directions", Report of the Economic Committee, Singapore*
- Minor, M.; Wu, W.-Y.; Choi, M.-K. (1991), A Proposition-Based Approach to International Entry Strategy Contingencies, in: Journal of Global Marketing, 1991, Vol. 4(3), S. 69-87*
- Mintzberg, H. (1979), The Structuring of Organisations, Englewood Cliffs, NJ: Prentice Hall, 1979*
- Mirus, R. (1980), A Note on the choice between Licensing and Direct Foreign Investment, in: Journal of International Business Studies, (Spring-Summer), S. 86-91*
- Miyake, M.; Thomsen, S. (1999), Recent Trends in Foreign Direct Investment, Capital Movements, International Investment and Services Division, OECD*
- Moon, J.; Lee, H. (1990), On the International Correlates of Export Stage Development: An empirical Investigation in the Korean Electronics Industry, in: International Marketing Review, Vol. 7(5), S.16-26*

- Muralidharan, R. (1999), Headquarter's scanning of the foreign subsidiary environment: An empirical study, in: Journal of International Management, Vol.5, S.35-54*
- Negandhi, A.R. (1986), Role and Structure of German Multinationals: A Comparative Profile, in: Macharzina, K. (Hrg.), European Approaches to International Management, Berlin; New York: de Gruyter, 1986*
- Negandhi A.R., Baliga B.R. (1981), Tables are turning: German and Japanese multinational companies in the United States, Cambridge, Mass.: Oelgeschlager, Gunn und Hain, Publishers, Inc. 1981*
- Negandhi A.R., Prasad, S.B., (1971), Comparative Management, New York: Appleton-Century-Crofts, 1971*
- Negandhi A.R., Welge M. (1984), Beyond Theory Z: Global rationalisation strategies of American, German, and Japanese multinational companies, Greenwich, Conn.: JAI Press Inc. 1984*
- Ng Chee Yuen; Sudo Sueo (1991), Development Trends in Asia-Pacific, Singapur, ISEAS 1991*
- Nielsen, F., Hannan, M. (1977), The Expansion of National Educational Systems: Test of Population Ecology Model, in: American Sociological Review, Vol. 42, S. 470-490*
- Nohria, N.; Ghoshal S. (1994), Differentiated Fit and Shared Values: Alternatives for Managing Headquarters-Subsidiary Relations, in: Strategic Management Journal, 1994, Vol. 15, S. 491-502*
- Nordström, K.A. (1990), The Internationalization Process of the Firm - Searching for New Patterns and Explanations, Published doctoral dissertation, Stockholm: IIB, 1991.*
- Norusis, M. J. (1993), SPSS for WINDOWS: Professional Statistics Release 6.0, 1993*
- Nunnenkamp,P.; Gundlach, E.; Agarwal, J.P. (1994), Globalisation of Products and Markets, in: Siebert, H. (Hrg.), Kieler Studien Nr. 262, 1994, Tübingen*
- OECD (1995), Foreign Direct Investment, OECD Countries and Dynamic Economies of Asia and Latin Amerika, OECD, Paris*
- O Connor; Neale, G. (1995), The Influence of Organizational Culture on the Usefulness of Budget Participation by Singaporean-Chinese Managers, in: Accounting, Organizations and Society, Oxford, 1995, Vol. 20, No. 5, S. 383-403*

- Ogawa, E. (1989), Erfolgs- und Mißerfolgsfaktoren für Klein- und Mittelunternehmen, in: Pleitner, H.J. (Hrsg.) (1989), S. 97 – 103*
- Ohmae, K. (1985), Die Macht der Triade – nie neue Form weltweiten Wettbewerbs, Wiesbaden 1985*
- Okoroafo, S.C. (1990), An Assessment of Critical Factors Affecting Modes of Entry Substitution Patterns in Foreign Product Markets, in: Journal of Global Marketing, Vol. 3(3) 1990, S. 87-103*
- Okoroafo, S.C. (1991), Modes of Entering Foreign Markets, in: Industrial Marketing Management, New York, Nov. 1991, S. 341-347*
- O'Meara, P.(Hrg.); Mehlinger, H.D.; Krain, M. (2000), Gobalization and the Challenges of the New Century: A Reader, University of Indiana Press, 2000*
- Oviatt, B.; McDougall, P.P. (1994), Towards a theory of international new ventures, in: Journal of International Business Studies, Vol.25, Nr.1, 1994, S.45-64*
- Pang, E. F. (1994), "Foreign Workers in Singapore", in: W. Gooneratne, u.a. Regional Development Impacts of Labour Migration in Asia, UNCRD Research Report Series, Nr. 2, S.79-94, New York, United Nation Centre for Regional Development*
- Papadopoulos, N.G. (1986), Approaches to International Market Selection for Small- and Medium-sized Enterprises, in: Managing Export Entry and Expansion: Concepts and Practices, Rosson, P.J.; Reid (Hrg.), New York: Praeger, S. 128-158*
- Pearce, J. A., II; Freeman, E. B.; Robinson, R. B., Jr. (1987), The Tenuous Link Between Formal Strategic Planning and Financial Performance, in: Academy of Management. The Academy of Management Review, Vol.12, Nr.4, Oct 1987, S.658-75*
- Pearce, J. A., II; Robbins, D. K.; Robinson, R. B., Jr. (1987), The Impact of Grand Strategy and Planning Formality on Financial Performance, in: Strategic Management Journal, Vol.8, Nr.2, Mar/Apr 1987, S.125-134*
- Pelham, A.M. (1999), Influence of Environment, Strategy, and Market Orientation on Performance in Small Manufacturing Firms, in: Journal of Business Research, New York, 1999, Vol. 45, No. 1, S. 33-46*
- Perlitz, M. (1978), Absatzorientierte Internationalisierungsstrategien, Habilitationsschrift, Bochum 1978*
- Perlitz, M. (1995), Internationales Management, Stuttgart 1995*

- Perlmutter, H.V. (1969)*, The Torturous Evolution of the Multinational Corporation, in:  
 Columbia Journal of World Business, Vol. 4, No. 1, 1969, S. 9-18
- Picard, J. (1977)*, Factors of variance in multinational marketing control, in: L.G  
 Mattson & Widersheim-Pauls (Hrsg.), Recent research on the internationalization  
 of business, S.220-232, Uppsala 1977
- Porter, M.E. (1979)*, The Structure within Industries and Companies' Performance, in:  
 The Review of Economics and Statistics 1979, S. 214-227
- Porter, M.E. (1980)*, Competitive Strategy: Techniques for Analysing Industries and  
 Competitors, New York 1980
- Porter, M.E. (1986)*, Wettbewerbsvorteile - Spitzenleistung erreichen und behaupten,  
 Frankfurt a.M. 1986
- Powell, T.C. (1992)*, Organizational Alignment as Competitive Advantage, in: Strategic  
 Management Journal, 1992, Vol. 13, S. 119-134
- Prescott, J.E. (1986)*, Environments as Moderators of the Relationship between Strategy  
 and Performance, in: Academy of Management Journal, Vol. 29(2), S. 329-346
- Pümpin, C. (1986)*, Management strategischer Erfolgspositionen – das SEP-Konzept als  
 Grundlage wirkungsvoller Unternehmensführung, 3. überarbeitete Auflage,  
 Bern/Stuttgart 1986
- Rajaratnam; DanielChonko; Lawrence, B. (1995)*, The Effect of Business Strategy  
 Type on Marketing Organization Design, Product-Market Growth Strategy,  
 Relative Marketing Effort, and Organization Performance, in: Journal of Marketing  
 Theory and Practice, Statesboro, 1995, Vol. 3, No. 3, S. 60-75
- Rao, T.R.; Naidu, G.M. (1992)*, Are the Stages of Internationalisation Empirically  
 Supportable, in: Journal of Global Marketing, Vol. 6(1) 1992, S. 147-170
- Rasheed, A.M.A.; Prescott, J.E. (1992)*, Towards an Objective Classification Scheme  
 for Organizational Task Environments, in: British Journal of Management, 1992,  
 Vol. 3, S. 197-206
- Reid, S.D. (1981)*, The Decision-maker and Export Entry and Expansion, in: Journal of  
 International Business Studies, Vol. 12(2), S. 101-112
- Reid, S.D. (1984)*, Market Expansion and Firm Internationalization, in: International  
 Business Marketing Management, hrsg. von E. Kaynak, New York, et.al. 1984, S.  
 197-206

- Reutner, F. (1987), Determinanten des Unternehmenserfolges, in: Zeitschrift für Betriebswirtschaft, 8/1987, S. 747 - 762*
- Riedl, J. (1996), Ansätze zur Identifizierung strategisch bedeutsamer Ressourcen, in: Mittelstand und Betriebswirtschaft – Beiträge zur Wissenschaft und Praxis, Bd.7, Bayreuth 1996, S.165-202*
- Ristelhueber, R. (1998), HQ Singapore, in: Electronic Business, March 1998, S. 85-87*
- Roberts, E.B.; Berry, C.A. (1985), Entering New Businesses: Selecting Strategies for Success, in: Sloan Management Review, Spring 1985, S. 3-17*
- Robinson, R.B.; Pearce, J.A. II (1988), Planned Patterns of Strategic Behavior and their Relationship tp Business-Unit Performance, in: Strategic Manaagement Journal, Vol.9, S.43-60*
- Rodan, G. (1989), The political economy of Singapore's Industrialization: nation state and international capital, London: Macmillan*
- Rodan, G. (1997), Singapore: Economic Diversification and Social Divisions, in: Political Economy in Southeast Asia: an introduction, Garry Rodan, Kevin Hewison, Richard Robinson (Hrsg.), Melbourne: Oxford University Press, S.148-78*
- Rohleider, P.J.; Schmidt, D.W. (1989), Kompetenz im Wettbewerb – Aufbau und Management zentraler Erfolgsfaktoren im Unternehmen, in: Marktforschung & Management, 2/1989, S. 57 - 60*
- Root, F. (1983), Foreign Market Entry Strategies, New York: Amacon*
- Root, F. (1987), Entry Strategies for International Markets, Lexington, MA.: Lexington Books*
- Roth, K.; Morrison, J.A. (1992), Impementing Global Strategy: Characterisitcs of Global Subsidiary Mandates, in: Jounal of International Business Studies, Fourth Quarter 1992, S. 715-735*
- Roth, K.; Schweiger, D.M.; Morrison, J.A. (1991), Global Strategy Implementation at the Business Unit Level: Operational Capabilities and Administrative Mechanisms, in: Jounal of International Business Studies, Third Quarter 1991, S. 369-402*
- Rugman, A.M. (1979), International Diversification and the Multinational Enterprise, (Farnborough: Lexington)*

- Rugman, A.M. (1985), Multinationals and Global Competitive Strategy, in: International Studies of Management & Organization, White Plains, Summer 1985, Vol. 15, No. 2, S. 8-18*
- Samiee, S.; Roth, K. (1992), The Influence of Global Marketing Standardization on Performance, in: Journal of Marketing, April 1992, Vol. 56, S. 1-17*
- Schendel, D.E.; Hofer, C.W. (1979), Strategic Management, Boston: Little, Brown, 1979*
- Schollhammer, H. (1971), Organization structures of multinational corporations, in: Academy of Management Journal, Sept., S. 345-65*
- Schoppe, S.G. (1992), Kompendium der internationalen Betriebswirtschaft, 2. Aufl., München 1992*
- Schütte, H. (1997), Strategy and Organisation: Challenges for European MNCs in Asia, in: European Management Journal, Vol 15, No. 4, Aug. 1997, S. 436-445*
- Segev, E. (1997), Business Unit Strategy, Chichester 1997*
- Seibert, S. (1987), Strategischer Erfolgsfaktoren in mittleren Unternehmen untersucht am Beispiel der Fördertechnikindustrie, Frankfurt am Main/Bern/New York 1987*
- Seidel, H. (1977), Erschließung von Auslandsmärkten: Auswahlkriterien, Handlungsalternativen, Entscheidungshilfen, Berlin 1977*
- Shane, S.; Kolvereid, L. (1995), National Environment, Strategy, and New Venture Performance: A Three Country Study, in: Journal of Small Business Management, April 1995, S. 37-50*
- Sharfman, M.P.; Dean, J.W.,Jr. (1991), Conceptualizing and Measuring the Organizational Environment: A Multidimensional Approach, in: Journal of Management, 1991, Vol. 17, No. 4, S. 681-700*
- Shrader, C.B.; Taylor, L.; Dalton, D.R.. (1984), Strategic Planning and Organisational Performance: A Critical Appraisal, in: Journal of Management, 1984, Vol. 10, No. 2, S. 149-171*
- Shrader, C.B.; Mulford, C.L.; Blackburn, V.L. (1989), Strategic and Operational Planning, Uncertainty, and Performance in Small Firms, in: Journal of Small Business Management, 1989, Vol. 27, No. 4*
- Simon, H. (1986), Eintrittsbarrieren und Eintrittsstrategien im japanischen Markt, in: Simon, H. (Hrsg.): Markterfolg in Japan, Wiesbaden 1986*

- Simon, H. (1989), Die Zeit als strategischer Erfolgsfaktor, in: Zeitschrift für Betriebswirtschaft, 1/1989, S. 70 - 93*
- Singapore Department of Statistics (2001), Census of Population 2000, Mai 2001*
- Steimann, H.; Kumar, B.; Wasner, A. (1980), Conceptualizing the Internationalization Prozess of Medium-Sized Firms. Some Preliminary Considerations for a Research Design, in: Management International Review, 1980, Vol. 20, S. 50-66*
- Stopford, J.M.; Wells, L.T. (1972), "Managing the Multinational Enterprise", New York: Basic Books*
- Sullivan, D.; Bauerschmidt, A. (1990), Incremental Internationalization: A Test of Johanson and Vahlne's Thesis, in Management International Review, 1990, Vol. 30, S. 19-30*
- Summer, C.E.; Bettis, A.; Duhaime, J.H.; Grant, J.H.; Hambrick, D.C.; Snow, C.C.; Zeithaml, C.P. (1990), "Doctoral education in the field of business policy and strategy", Journal of Management, Vol.16, S.361-398*
- Swedenborg, B. (1982), The Multinational Operations of Swedish Firms, Almqvist and Wisksell, Stockholm, 1982*
- Taggart, J.H. (1997), An Evaluation Of Integration-Responsiveness Framework: MNC Manufacturing Subsidiaries In The UK in: Management International Review, Vol.37, Issue 4, S.295-318*
- Taggart, J.H. (1998), Strategy and control in multinational corporation: Too many recipes?, in: Long Range Planning, Vol.31, Issue 4, S.571-85*
- Taggart, J.H. (1998), Strategy Shifts in MNC Subsidiaries, in: Strategic Management Journal, Jul 1998, Vol. 19, No. 7, S. 663-681*
- Taggart, J.H. (1998), Configuration and Coordination at Subsidiary Level: Foreign Manufacturing Affiliates in the UK, in: British Journal of Management, Dec. 1998, Vol. 9, No. 4, S. 327-339*
- Thomsen, S. (1999), Southeast Asia : The role of foreign direct investment policies in development, in: Working Papers on International Investment, Directorate for Financial, Fiscal and Enterprise Affairs, OECD 1999/1*
- Tremewan, C. (1994), The Political Economy of Social Control in Singapore, New York: St. Martin's Press; Hounds mills, Basingstoke, Hampshire: Macmillan*

- Tsai, W. M.; MacMillan, I. C.; Low, M. B. (1991), Effects of Strategy and Environment on Corporate Venture Success in Industrial Markets, in: Journal of Business Venturing, Vol.6, Nr.1, Jan 1991, S.9-28*
- Tung, R. (1979), Dimensions of organisational environments: An exploratory study of their impact on organisational structure, in: Academy of Management Journal, Vol. 22, S. 672-693*
- Turnbull, P.W. (1987), A challenge to the stages theory of the internationalization process, in: Rosson, P.J.; Reed, S.D.(Hrsg.), Managing export entry and expansion, New York: Praeger 1987*
- UNCTAD (1993), Small and Medium-Sized Transnational Corporations: Role, Impact and Policy Implications, United Nations Conference on Trade and Development, New York.*
- United Nations Centre on Transnational Corporations - UNCTC (1992), Transnational Corporation as Engines of Growth, New York 1992*
- Van Del Bulcke, D.; Halsberghe (1984), Employment decision-making in multinational enterprises: Survey results from Belgium. Working Paper No. 32, Geneva: International Labour Office*
- Vasconcellos e Sá, J.A. (1988), Some Empirical Evidence on a Contingency Theory of Success Factors, in: European Management Journal, 3/1988, S. 236- 249*
- Venkatraman, N.; Grant, J.H. (1986), Construct Measurement in Organizational Strategy Research: A Critique and Proposal, in: Academy of Management Review, Jan 1986, Vol. 11, No. 1, S. 71-87*
- Venkatraman, N.; Prescott, J.E. (1990), Environment-Strategy Coalignment: An Empirical Test of its Performance Implications, in: Strategic Management Journal, Vol.11, S.1-23*
- Venkatraman, N.; Ramanujam, V. (1986), Measurement of Business Performance in Strategy Research: A Comparison of Approaches, in: Academy of Management Review, Oct 1986, Vol. 11, No. 4, S. 801-814*
- Wagner, B.; Digman, L. (1997), The Relationship Between Generic and Time-based Strategies and Performance, in: Journal of Managerial Issues, 1997, Vol. 9, No. 3, S. 334-354*

- Walters, P.G.P. (1986), International Marketing Policy: A Discussion of the Standardization Construct and Its Relevance for Corporate Policy, in: Journal of International Business Studies, Vol. 17, Summer, S. 55-69*
- Weber, P. (1997), Internationalisierungsstrategien mittelständischer Unternehmen, Wiesbaden, Gabler 1997*
- Weidensheim-Paul, F.; Olson, H.C.; Welch, L.S. (1978), Pre-Export Activity: The First Step in Internationalization, Journal of International Business Studies, (Spring-Summer), S. 47-58*
- Welch, L.S.; Luostarinen, R.. (1988), Internationalization: Evolution of a Concept, in: Journal of General Management, Winter 1988, Vol. 14, No. 2, S. 34-55*
- Welge, M. (1981), The effective design of headquarter-subsidiary relationships in German MNCs, in: L. Otterbeck (Hrsg.), The management of headquarter-subsidiary relationships in multinational corporations, S.79-106, Hampshire, UK: Gower Publishing Co. 1981*
- Welge, M.K. (1994), A Comparison of Managerial Structures in German Subsidiaries in France, India, and the United States, in Management International Review, 1994/1, Vol. 34, S. 33-49*
- Wells, L.T. (1966), A Product Life Cycle for International Trade?, Journal of Marketing, 1966, Nr. 32, S. 1-6*
- White, R. (1986), Generic business strategies, organizational context, and performance: An empirical investigation, in: Strategic Management Journal, Vol.7, S.217-231*
- White, R. E.; Poynter, T. A. (1984), Strategies for Foreign-Owned Subsidiaries, in: Canada Business Quarterly, Vol. 49, Nr. 2, S.59-69*
- Wiechmann, U. (1974), Integrating multinational marketing activities, in: Columbia Journal of World Business, Winter, S.7-16*
- Wilde, K. (1989), Bewertung von Produkt-Markt-Strategien: Theorie und Methoden, Berlin 1989*
- Wissema, J.G.; Van Der Pol, H.W.; Messer, H.M. (1980), Strategic Management Archetypes, in: Strategic Management Journal, 1980, Vol. 1, S. 37-47*
- Wolfrum, B. (1992), Strategische Gruppen, in: Die Betriebswirtschaft, 3/1992, S. 415 – 417*

- Wolfrum, U. (1993), Erfolgspotentiale: Kritische Würdigung eines zentralen Konzepts der strategischen Unternehmensführung, Hersching 1993*
- Wright, P. (1987), A Refinement of Porter's strategies, in: Strategic Management Journal, 1/1987, S. 93 – 101*
- Wright, P.; Kroll, M.; Helms, M. (1991), Generic Strategies and Business Performance: An Empirical Study of the Screw Machine Products Industry, in: British Journal of Management, Vol. 2, 1991, S. 57 - 62*
- WTO (1999), World merchandise trade by region and selected economy, Merchandise Trade Section, Statistics Division, Juli 1999*
- WTO (1998), Annual Report, International Trade Statistics, 1998*
- Young, S., Hood, N., Hamhill (1985), Decision-making in foreign-owned multinational subsidiaries in the United Kingdom, Working Paper No. 35, Geneva: International Labour Office*
- Zaby, A.M. (1996), Comparative Analysis of Export-oriented and Foreign Production-oriented Firms' Foreign Market Entry Decisions: A Comment, in: Management International Review, Vol. 36, 1996/3, S.281-284*