

The Italian SMEs in the International context. A model to succeed in the global arena

Elena Cedrola, Loretta Battaglia, Alessandra Tzannis

Abstract

This paper explores the internationalization process of the Italian SMEs, and aims to investigate their behaviour in the international contexts to ultimately outline general models able to optimize their peculiarities.

The empirical study firstly examines 546 SMEs along their internationalization. The internationalization process is examined through its phases: decisions, marketing strategy, achievements and future perspectives. A second aim is to define sustainable paths for SMEs willing to expand successfully over the Country borders. It also proposes important issues and management implications to be considered in the international development of Italian SMEs.

Elena Cedrola, Università degli Studi di Macerata.

E-mail: elena.cedrola@unimc.it.

Loretta Battaglia, Università Cattolica di Milano.

E-mail: loretta.battaglia@unicatt.it.

Alessandra Tzannis, Università Cattolica di Milano.

E-mail: alessandra.tzannis@unicatt.it.