

# **COMBINED ENTREPRENEURIAL AND NON-ENTREPRENEURIAL INTERNATIONALIZATION: A CASE STUDY**

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## ***Abstract***

This study focuses on how and why a combination of entrepreneurial and non-entrepreneurial internationalization happens. It demonstrates that internationalization is not always a fully entrepreneurial process: SMEs can also enter foreign markets non-entrepreneurially. We bring in insights from internationalization – mostly (International) Entrepreneurship and International Business – literature, but also use an illustrative case study of a small Italian exporter to investigate a combined – simultaneously entrepreneurial and non-entrepreneurial – internationalization process. We show that combining entrepreneurial and non-entrepreneurial internationalization cannot be fully explained with existing internationalization theories, as they do not take into account the nonlinear nature of internationalization or explain why the process seems to reach a ‘glass ceiling’ beyond which it does not progress. Our study concludes with an alternative explanation: a conceptual framework.

***Keywords:*** internationalization; international entrepreneurship; case study