



International Retailing Theory and Research

Brenda Sternquist

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Theories that explain Who, What, Where and Why retailers internationalize is the theme of this book. Sternquist's new Strategic International Retail Expansion Model SIRE3 model is presented complete with propositions to predict international expansion for two types of retailers, global versus multinational. Global retailers internationalize using a standard format that they replicate wherever they go. Multinational retailers change their offering, adapting to different cultures and economies. Eleven chapters are presented outlining theories to explain various elements of retailers' international expansion. Chapters cover entry mode, global retailer's use of network advantages, born global retailer's internationalization, private label influences on internationalization, corporate branding and entry mode, longevity of international joint ventures and a special industry application of internationalization of hospitals.

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