What drives, hinders, and enables internationalization among the Swedish furniture producers?

PhD student Åsa Snygg
Växjö University, Sweden

Presentation Overview

- The Swedish furniture industry
- Theoretical problematization
- Purpose
- Research frame
The Swedish furniture industry
- General overview

- 860 firms
- 18,000 employees
- Products
  - Consumption environment and end users
  - Material used: 400,000 m³ wood annually
  - Function
  - Form
- Geographic location

80% of employment opportunities within five southern counties.

Source: TMF, 2003
The Swedish furniture industry
-Statistical Overview

Swedish Furniture Statistics

Year

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Source: SCB and TMF, 2004

Theoretical problematization

- Existing internationalization theories
- Outward focus
- Cross-sectional research
- Key decision maker, internal organization, external environment
Purpose

...... to explore and describe what drives, enables and hinders internationalization among the Swedish furniture producers.

Research Frame

Influential factors

<table>
<thead>
<tr>
<th>Key Decision Maker</th>
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<td>Internal Organization</td>
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<tr>
<td>External Environment</td>
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</tbody>
</table>

Internationalization process
Research Frame

Influential factors | Internationalization process
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Key Decision Maker | Drivers: Proactive, Reactive, and Incidental
Internal Organization | Barriers: Psychological, Operational, Product / Market related and Organizational
External Environment | Facilitators: Relationships, deregulations of markets

Questions?

Åsa Snygg, School of Technology & Design