



CRACOW
UNIVERSITY
OF ECONOMICS



INTERNATIONAL
TRADE
DEPARTMENT

ENTRE 2018

Conference Proceedings

12-14 September 2018

Kraków, Poland

Legal Notice: This is a draft version of the paper presented during the 9th ENTRE Conference, which was also 5th AIB-CEE Chapter Annual Conference on September 12-14, 2018 (Kraków, Poland). This paper has the **conference proceedings** status, after modifications it will be published in a journal or as a chapter in a monograph.

A literature review on firms' internationalisation through e-commerce

Federica De Vanna^A, Riccardo Resciniti^B, Michela Matarazzo^C

^A University of Sannio, Italy, devanna@unisannio.it

^B University of Sannio, Italy, resciniti@unisannio.it

^C Marconi University, Italy, m.matarazzo@unimarconi.it

Abstract

The rise of e-commerce has brought considerable changes to the relationship between firms and consumers, especially within international business. Hence, understanding the use of such means for entering foreign markets has become critical for companies. However, the research on this issue is new and so it is important to evaluate what has been studied in the past. In this study, we conduct a systematic review of e-commerce and internationalisation studies to explicate how firms use e-commerce to enter new markets and to export. The studies are classified by theories and methods used in the literature. Moreover, we draw upon the internationalisation decision process (antecedent-strategies-consequences) to propose an integrative framework for understanding the role of e-commerce in internationalisation. We believe that the literature review will be a picture of the "status quo" and provide a useful basis for scholars and managerial decisions.

Keywords: e-commerce; international business strategies; literature review; entry mode decisions.

JEL codes: F23

INTRODUCTION

This paper develops at the intersection between two important drivers for firms' strategies: e-commerce and internationalisation. The concept of e-commerce has emerged since the second half of the '90s and is related to various themes, such as its importance as a channel, its impact on consumer behaviour and on firms' internationalisation strategies. Unlike traditional trade, where consumers interact with salespersons, e-commerce involves online communities and reviews and user-generated content. In addition, products online are always available, and sites usually sell goods that are difficult to find in traditional stores. It has been argued that nowadays such proliferation of channels for selling products and communicating with customers inevitably influence business models and consumer behaviours and demands (Aiello, 2017).

Nowadays, e-commerce is the subject of various studies. For instance, prior research has linked its use to the development of faster and simpler internationalisation strategies and to its benefits even for small businesses (Ajmal & Yasin, 2012; Bell & Loane, 2010; Sinkovics et al., 2013; Bianchi & Mathews, 2016; Johanson & Kalinic, 2016). Some researchers posit that information available on websites and reviews are an important source to select an adequate marketing mix (Yamin & Sinkovics, 2006). Kumar et al. (2016) showed that the use of e-commerce from firms is critical in driving the remaining "bricks-and-mortar" to use the Internet to enter foreign markets. Dickinger and Stangl (2013) stated that the sites enable firms to engage with consumers in new ways; hence, companies should shift marketing strategies from attracting consumers' awareness in the pre-purchase stage to connect with consumers after their purchases.

It is important to study the process and uniqueness of how firms behave in the context of e-commerce in order to internationalise. Although we are witnessing an increasing interest in this subject, the research is still fragmented. Such scenario makes it difficult to draw conclusions about e-commerce and firms' internationalisation.

The purpose of this paper is to conduct an extensive review of the literature on e-commerce firms' internationalisation in order to trace the status quo of the studies on this subject and identify interesting new research areas. The main aim of the research consisted of identifying papers on the subject, analysing the methods and theories used in the past, and finally summarising the findings in the antecedent-strategy-consequence approach. We argue that this framework can provide a useful foundation for future e-commerce research.

The paper is organised as follows. First, we discuss the definition and scope of e-commerce for internationalisation. Second, we explain our review method to identify and collect the studies on e-commerce for internationalisation and summarise findings in several aspects. Third, we propose a theoretical framework for understanding firms' behaviour in this context and providing a basis for future e-commerce and internationalisation research. Finally, we discuss the implications, opportunities for future research, and the limitations of our work.

E-COMMERCE FOR INTERNATIONALISATION

E-commerce refers to the purchase and sale of goods and/or services via the Internet (Ramanathan, 2010). Parvinen et al. (2015) define e-selling as an activity that comprises the use of interactivity human-computers. E-commerce was first introduced in the 1960s and grew with the increased availability of Internet access and the advent of online sellers. For example, Amazon began operating as a book seller in 1995. Like any digital technology, e-commerce has evolved over the years.

Prior research has broadly characterised it with two elements: the benefits derived from it for both big and small business, and the help it gives to the internationalisation process. However, a closer look at the e-commerce concept reveals that it is associated with many inconsistencies. Studies show that the Internet has a positive effect on firm information availability and the development of business networks in international markets, as well as an improvement in firm performance (Bianchi & Mathews, 2016; Mathews et al., 2012; Caputo et al., 2007). However, accumulating such resources is not enough to achieve a competitive advantage (Teece et al., 1997), and investments in information and communication technology may not advantage firms (Camison & Villar-Lopez, 2014), as Internet technology is an easily imitable resource. Sedera and Dey (2013) show that the exploitation of Internet value requires embedding it in organisational practices and processes or using it together with other resources. Trainor et al. (2014) examine the value of technology resources and find that the impact of the Internet on other complementary capabilities positively influences firm performance because it affects customer retention and satisfaction.

Recent research identified two major types of foreign e-commerce: firms' own sites that sell and advertise in foreign and domestic market and traditional e-commerce market-spaces by which foreign firms enter new markets and are facilitated in social interaction, advertising, logistics (Chen & Lamberti, 2016; Klein et al., 2011). Wang and Cavusoglu (2015), and Klein et al. (2011) focus on the importance of the intermediaries and marketplaces as mediators between customers and suppliers in order to reduce information asymmetries.

Hilmersson and Johanson's study (2016), applying an internationalisation model to small and medium-sized firms, states that global business is rapidly evolving into a bilateral market (physical and virtual), with boundaries between the two becoming indistinct.

LITERATURE IDENTIFICATION AND COLLECTION

We adopted a systematic approach to identify relevant articles about firm internationalisation and e-commerce. The identification of the journal articles consists of two methods: first, we selected a different number of databases (Emerald, JSTOR, Ebsco, ScienceDirect) and we searched these databases using the following keywords: internationalisation, e-commerce, online shopping, e-business, and digital marketing. Second, we checked important journals to ensure that we did not miss relevant articles. This method is consistent with Cheung and Thadani's (2012) work on reviewing the literature of eWOM communication, and Zhang and Benyoucef's (2016) work on reviewing the literature of consumer behaviour in social commerce.

A similar exploration was conducted on Information Systems and e-commerce journals, like Marketing Science, Management Science, Decision Support Systems, Electronic Commerce Research, Electronic Commerce Research and Applications, and International Journal of Electronic Commerce, as well as international marketing and business journals such as Journal of Marketing, Journal of International Marketing, International Marketing Review, Journal of Business Research, International Business Review and Journal of International Business Studies.

The approach we used to crosscheck and validate the articles involves selecting the articles and examining abstract, title and content of the articles manually (Zhang & Benyoucef, 2016; Ngai & Gunasekaran, 2007). Two selection criteria have been used to select the articles: (1) focus on firms' internationalisation behaviour and (2) examination of the effect of virtual presence on internationalisation performance.

Such selection process allowed us to identify and collect significant peer-reviewed journal articles regarding firms' internationalisation by means of e-commerce.

According to Ngai and Gunasekaran (2007), many articles were excluded because of the nature of the research field (e-commerce) which has emerged particularly since 2004 and the importance of internationalisation in the field. We have only considered research articles published from 2004 to 2017, and we have excluded conference papers, master's and doctoral dissertations, textbooks, and unpublished working papers.

Finally, a total of 69 articles were gathered for our literature review. As shown in Figure 1, a lot of articles were published in 2016, so we expect that more studies are likely to appear in the coming years.

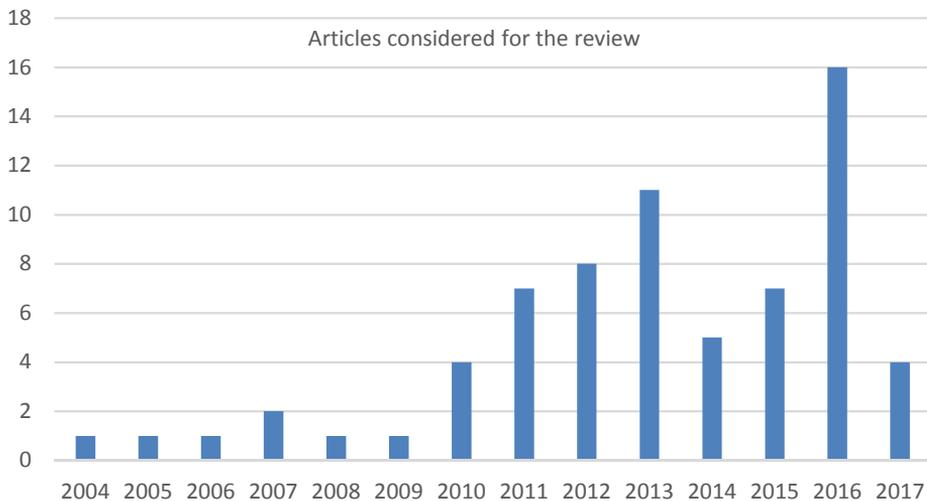


Figure 1. Publication timeline of the literature

Source: own elaboration.

Table 1 shows a list of the journals considered, suggesting that they have an interest in publishing in such an area. *Decision Sciences* (n=6), *International Business Review* (n=6) and *Journal of Business Research* (n=7) are the three journals with the highest numbers of published articles.

Table 1. List of journals considered

Journals	Number of articles	Studies
<i>Business Process Management Journal</i>	4	[16]; [48]; [64]; [69].
<i>Decision Sciences</i>	6	[11]; [19]; [29]; [34]; [35]; [67].
<i>Decision Support Systems</i>	2	[39]; [64].
<i>Economics of Innovation and New Technology</i>	3	[38]; [42]; [65].
<i>Electronic Commerce Research</i>	3	[22]; [56]; [61].
<i>Electronic Commerce Research and Application</i>	3	[26]; [30]; [55].
<i>Enterprise Information Systems</i>	1	[36].
<i>Information & Management</i>	2	[23]; [54].
<i>International Business Review</i>	6	[6]; [21]; [50]; [52]; [57]; [68].
<i>International Journal of Electronic Commerce</i>	3	[33]; [49]; [62].
<i>International Journal of Innovation, Management and Technology</i>	1	[1].
<i>International Journal of Management Review</i>	1	[66].
<i>International Marketing Review</i>	2	[45]; [58].
<i>International Small Business Journal</i>	3	[5]; [32]; [48].
<i>Journal of Business Research</i>	7	[8]; [10]; [16]; [18]; [24]; [37]; [46].
<i>Journal of Business Venturing</i>	2	[51]; [60].
<i>Journal of Global Marketing</i>	1	[44].
<i>Journal of Information Technology</i>	2	[20]; [41].
<i>Journal of International Business Studies</i>	4	[2]; [9]; [12]; [14].
<i>Journal of International Entrepreneurship</i>	2	[4]; [40].
<i>Journal of International Marketing</i>	1	[25].
<i>Journal of Internet Business</i>	1	[3].
<i>Journal of Internet Commerce</i>	1	[28].
<i>Journal of Marketing Management</i>	3	[7]; [17]; [43].
<i>Journal of Strategic Marketing</i>	1	[13].
<i>Management International Review</i>	3	[27]; [31]; [53].
<i>Social and Behavioral Sciences</i>	1	[59]
TOTAL	69	

Source: own study.

REVIEW OF THE STUDIES

To guide our review of the studies, we consider three major questions: (1) What theories were adopted? (2) What research methods were used? And (3) What important factors were studied to understand the role of e-commerce in internationalisation?

These questions are in line with the previous literature and are the right path for the literature review classification and synthesis (Hoehle et al., 2012; Zhang & Benyoucef, 2016). We discuss the first two questions in this section and the third one in the next section with the discussion of an integrative framework.

Theories

We have divided the theories into three different groups because of their issues. We distinguish the theories used to explain the adoption of technology and the others linked to the internationalisation process.

According to the studies dealing with technology adoption and the risk perceived by firms in adopting such means, we recall (Sila, 2013; Peltier et al., 2012; Grandon et al., 2011; Kurnia et al., 2015):

- Diffusion Theory: this includes several innovation characteristics such as relative advantage, complexity, compatibility, observability, and trialability that may either promote or hinder the IT adoption;
- TOE framework: this includes three types of factors that predict innovation adoption in addition to leader characteristics, internal characteristics of the organisation and external characteristics of the organisation;
- Technology Acceptance Model (TAM): this investigates adoption antecedents such as social influences, perceived usefulness, and perceived ease of use;
- Theory of Reasoned Action and Theory of Planned Behaviour: both theories hypothesise that an individual's intention to shop/sell online is a determinant of that behaviour.

To understand firms' internationalisation by e-commerce, prior studies have adopted many theories. The articles show that transaction cost theory, the resource-based view, and the OLI paradigm are the most adopted in the literature, in relation to the firms' internationalisation. First, there is an interest in investigating what firms' motives, benefits, and values are in this setting, and theories such as transaction-cost are used to explain these issues. According to the transaction-cost theory, firms may be able to reduce different costs and improve the capability of finding new customers. The Internet enables the reduction of costs linked to the orders (Brouthers et al., 2016) and it eliminates the errors that frequently occur with human processors. Moreover, the overall cost of maintaining a virtual store is far less than that of a brick-and-mortar (Verhoef et al., 2015).

Second, the resource-based view (RBV) links firm performance to organisational resources and capabilities. In the IS literature, it has been used to explain how firms create value from IT assets and an organisation's skills to power IT assets (Perrigot & Penard, 2013; Wiengarten et al., 2013). From this theory, it is how firms leverage their investments in IT and e-commerce to create unique Internet capabilities that determine a firm's performance (Brouthers et al., 2016; Schu et al., 2016; Sila, 2013; Xia & Zhang, 2010).

Third, some studies used the OLI paradigm in order to explain firms' internationalisation through e-commerce. The theory describes a corporation's choice of location and internationalisation method in relation to the specific advantages the company gains from foreign activities. Ownership advantages represent competitive advantages, which are created through the firm's international experience (Brouthers et al., 2016; Alcacer et al., 2016). It is argued that a specific resource is represented by the Internet and its infrastructures. Locational advantages are certain elements associated with market risk and potential. Lastly, internalisation advantages are related to competitive strengths gained from integrating operations compared to using an external operator.

Table 2. Theoretical foundations in literature

Theories	Studies
Diffusion Theory	[11]; [16]; [37]; [48]; [56]
TOE framework	[56]
Technology Acceptance Model	[18]; [23]; [37]; [48]
Theory of Reasoned Action/Theory of Planned Behaviour	[18]; [23]; [24]; [37]
Transaction Cost Theory	[9]; [14]; [33]; [58]
Resource-based view	[3]; [5]; [8]; [10]; [11]; [25]; [33]; [49]; [56]; [57]; [58]; [64]; [66]; [67]; [69]
OLI paradigm	[2]; [9]; [38]; [50]

Source: own study.

Research methods

Previous studies have adopted different methods to analyse the phenomenon of internationalisation through e-commerce (Figure 2). According to Hoehle et al. (2012), empirical methods can be qualitative or quantitative. Qualitative methods (e.g., the netnographic approach and focus group) analyse descriptive data in order to describe the environment. Conversely, quantitative methods (e.g., survey and experiment) collect and analyse numerical data. Both of them have been adopted in the studies we collected. Further, a high proportion of the studies adopted the quantitative survey method and the panel data analysis.

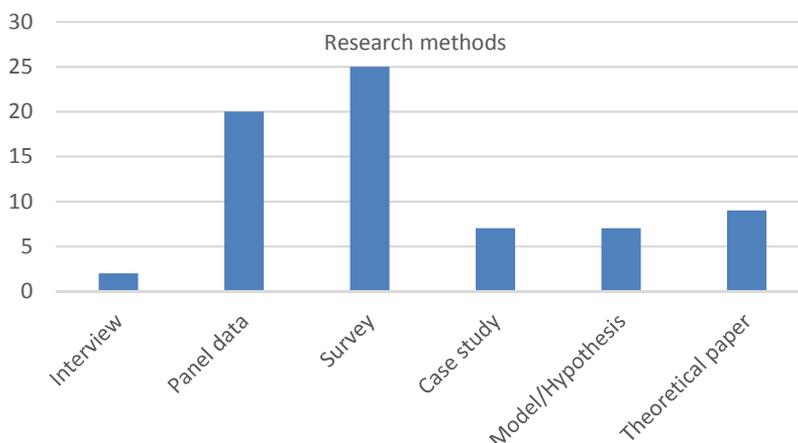


Figure 2. Research methods in the literature

Source: own elaboration.

AN INTEGRATIVE FRAMEWORK FOR E-COMMERCE FIRMS' INTERNATIONALISATION

To guide our review of the studies, we consider antecedents, strategies, and consequences of the firms' decision to internationalise by e-commerce. The first element deals with "why" the firm internationalises through online means; the second element an-

swers the question of “how” the firm internationalises (how the firm uses such online channels); and finally, the third element refers to the performances of internationalising e-firms. Figure 3 depicts an overview of the framework. Details of its theoretical background and important components and factors are discussed below (Elbanna et al., 2013; Hitt et al., 2006; Carpenter et al., 2004).



Figure 3. Framework for firm internationalisation in e-commerce

Source: own elaboration

Table 3 depicts the three factors identified in our literature review and classifies the studies by the three stages of decision-making.

Table 3. Stages associated with firm internationalisation

Stage	Definition	Studies
Antecedents	Firms' reasons to move abroad	[1]; [11]; [13]; [14]; [16]; [21]; [22]; [23]; [24]; [25]; [30]; [37]; [44]; [45]; [48]; [49]; [50]; [56]; [60]; [63]; [65]
Strategies	Firms' decision about mode of entry	[1]; [2]; [4]; [7]; [9]; [11]; [12]; [14]; [17]; [18]; [25]; [28]; [29]; [31]; [33]; [34]; [41]; [43]; [45]; [47]; [51]; [52]; [54]; [55]; [60]; [61]; [62]; [66]; [68].
Consequences	Firms' internationalisation performances	[2]; [3]; [4]; [5]; [6]; [7]; [8]; [10]; [11]; [15]; [16]; [18]; [19]; [20]; [21]; [22]; [26]; [27]; [28]; [29]; [30]; [32]; [33]; [34]; [35]; [37]; [38]; [39]; [40]; [41]; [42]; [44]; [45]; [55]; [57]; [61]; [64]; [66]; [67]; [68]; [69].

Source: own study.

The three described stages are presented in more detail in the following paragraphs.

Antecedents

Studies in the antecedent literature examine firms' decisions to use online channels to enter foreign markets. In particular, such studies identify several antecedents that move the firm to adopt online channels to enter foreign markets. For example, Ajmal and Yasin (2012) find that the choice of e-commerce adoption by SMEs depends on several factors: organisation and management capabilities, development of technology, implementation, government support, and trust. According to Chen and Lamberti (2016), the Internet is a useful way to internationalise for small and medium-sized enterprises because of the reduced costs, the breadth of market coverage, and because of the speed in obtaining information. Other authors (Mathews et al, 2012; Peltier et al., 2012; Grandon & Pearson, 2004; Fillis et al., 2004) argue that an antecedent of e-commerce adoption derives from the management capabilities and from the degree of innovation of the firm.

Among the antecedents, information factors and cost reduction are important in affecting firms' market analysis activities. Export barriers may be reduced via the Internet simplifying internationalisation particularly for small and medium sized enterprises (Bell

& Loane, 2010). Mathews et al. (2012) highlight that certain pre-market entry concepts, such as psychic distance, may not be as relevant on the internet because this medium enables communication with the entire world regardless of economic, cultural, and commercial differences. Furthermore, the lack of investment capital is usually one of the largest barriers to internationalisation; the internet can be seen as an alternative cheaper mode of serving distant markets.

Market responsiveness is another antecedent that refers to a firm's capability and inclination to respond to customer needs. The internet offers speed advantages and enables firms to enhance their flexibility in responding to customer needs and developing competitive advantage (Prasad et al., 2001). Environmental turbulence refers to the changes in the composition of customers and their preferences (Sinkovics et al., 2013). In a turbulent market, firms may use the internet as an alternative path to internationalisation and to reduce uncertainties and risks (Pezderka & Sinkovics, 2011).

Customer reach refers to the perception that the internet can serve as a strategic tool to reach and generate more foreign customers through information generation, dissemination, and responsiveness (Sinkovics et al., 2013).

Strategies

The research stream about strategies highlights the changes and the online internationalisation strategies analysed in literature. Development and diffusion of the Internet, information, and communication technology have made a significant impact on many areas. For companies, it created new channels for communication and distribution and has rocked the foundations of marketing theories, laying the basis for the birth of e-marketing (Gregory et al., 2007).

Different scholars argued that Internet is a key platform for digital marketing since it includes a wide access to global markets, low costs, seamless services and information and better customisation skills (Skudiene et al., 2015). Previous internationalisation theories do not explain the phenomenon of accelerated and rapid internationalisation from the Internet perspective (Gregory et al., 2007; Brouthers et al., 2016). In the context of online internationalisation, the online channel can be a path for internationalisation to reduce export barriers and enhance customer acquisition. E-commerce drivers such as a firm's product online transferability or e-commerce assets, and demand for e-commerce have a significant, direct impact on export strategy dimensions. Through e-commerce, exporters may become familiar with customer behaviours, local distribution channels, and competitors' activities (Gregory et al., 2007).

However, several contributions to the literature highlight that e-commerce has to deal with both different legal and cultural systems and certification requirements (Sinkovics et al., 2013). Some firms, due to online interaction, may perceive a reduced psychic distance between the countries. The risk is a "virtuality trap", that is, a mistaken belief that the virtual firm can fill the gap about foreign markets more easily than traditional brick and mortars (Sinkovics et al., 2013).

Time is an important determinant in the internationalisation process and is increasingly viewed as an important factor (Schu et al., 2016). Rapid virtual internationalisation typically implies better performances for firms in terms of growth and time (Schu et al., 2016). In the retail sector, evidence (Johanson & Kalinic, 2016; Schu et al., 2016) shows

that online retailers internationalise differently and much faster than traditional bricks-and-mortar retailers.

Consequences

The last identified research stream pays particular attention to the performance of firms. In this setting, it becomes important to consider factors associated with international presence, such as brands, costs, and the business and cultural distance (Liu et al., 2013; Bianchi & Mathews, 2016; Kim et al., 2017). Reuber and Fischer (2011) find that a firm's resources, such as Internet technology, are essential in the pursuit of international marketing opportunities. Specifically, the Internet supports the international expansion of exporters, and increases the international market growth of firms (Bianchi & Mathews, 2016). According to Vogel and Guttel (2013) and Trainor et al. (2014), the Internet helps firms in developing two important export marketing capabilities: routines to gather and interpret export market information and decisions about distribution, customer services, communication and selling processes.

Other ways in which the Internet can help improve export performance is by finding the right overseas agent, providing market intelligence to support export planning, and electronic communication. The Internet also enables firms to reach potential clients around the world. The Internet significantly helps in developing communications with new and current importers, suppliers, agents and customers (Glavas & Mathews, 2014). Bianchi and Mathews (2016) argue that firms use the Internet to generate revenue by selling more to existing customers and by attracting new customers because Internet has no physical or cultural constraints.

Many conceptual studies on the implications of the Internet for marketing suggested beneficial effects of Internet marketing on business performance. Firm characteristics, such as firm size and prior experience, have a negative relationship with exporting firms' Internet activities; contrary, exporting firms' IT capabilities and organisational innovation have a positive relationship with their Internet activities (Bianchi & Mathews, 2016).

DISCUSSION

The aim of this study was to conduct a literature review on firms' internationalisation in e-commerce with the aim of understanding the use of such means to enter foreign markets. Given that research on this issue is new and largely fragmented, it is theoretically important to evaluate what has been studied and to derive meaningful insights through a structured review of the literature. In this study, we have conducted a systematic review of e-commerce and internationalisation studies to explicate how firms use e-commerce to enter new markets and export. A total of 69 journal articles were identified through a systematic and rigorous search in prominent academic databases and journal outlets. The collected literature shows an interest in the emerging area of e-commerce. In our review, we have categorised the studies under the framework of the antecedent-strategies-consequences approach. Figures 4 to 9 represent a summary of the publication trend for each thematic area (antecedents, strategies, and consequences). In particular, Figures 5, 7, and 9 represent the citation trend for the articles published in the area.

This gives particular importance to the review by evidencing the interest of researchers in the field of e-commerce internationalisation, which is very sparse in literature today.

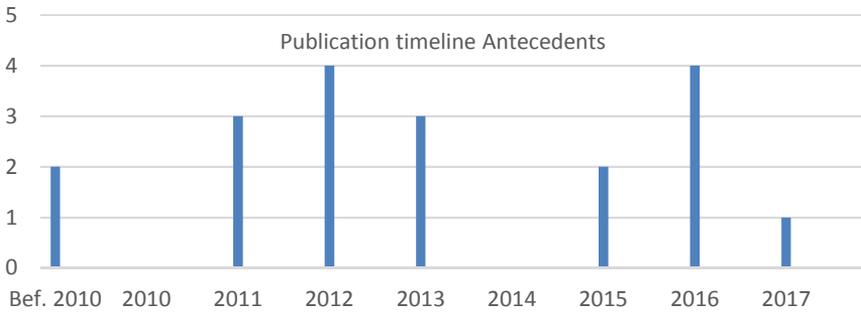


Figure 4. Publication timeline "Antecedents"
Source: own elaboration.

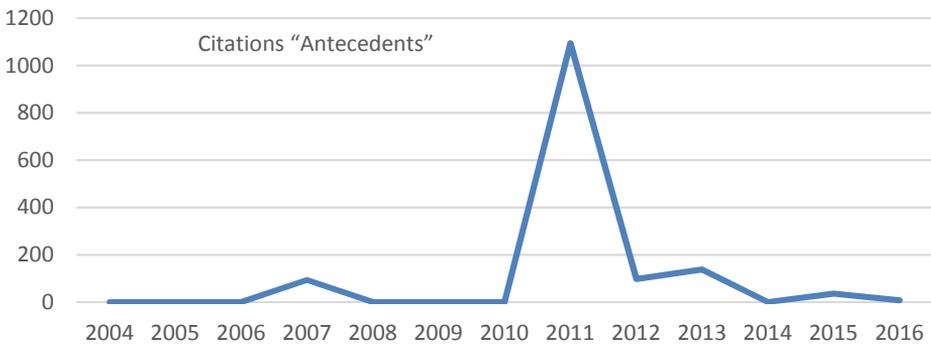


Figure 5. Citation trend "Antecedents"
Source: own elaboration.

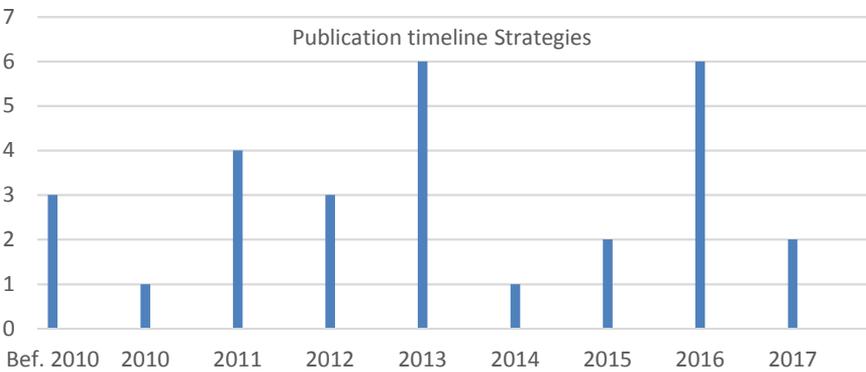


Figure 6. Publication timeline "Strategies"
Source: own elaboration.

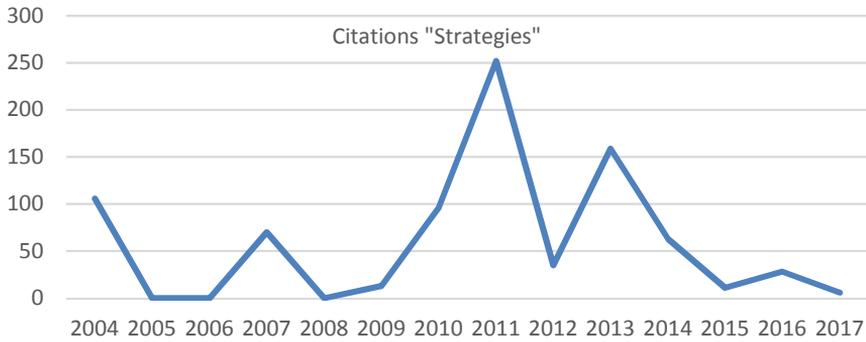


Figure 7. Citation trend "Strategies"

Source: own elaboration.

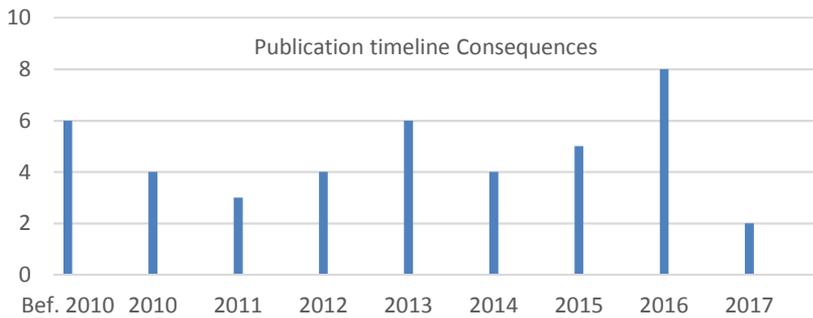


Figure 8. Publication timeline "Consequences"

Source: own elaboration.

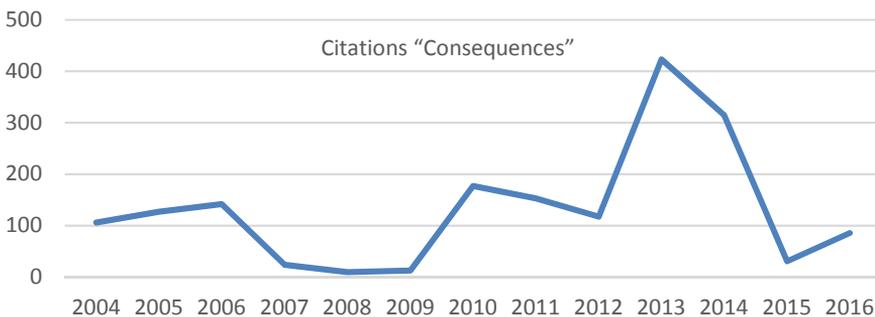


Figure 9. Citation trend "Consequences"

Source: own elaboration.

Finally, we report in Figure 10 a summary of the total number of citations per theme. We can evidence that the major number of citations concentrate upon antecedents and

performances, given the relevance of what drives firms to adopt e-commerce and what are the results of internationalisation through e-commerce.

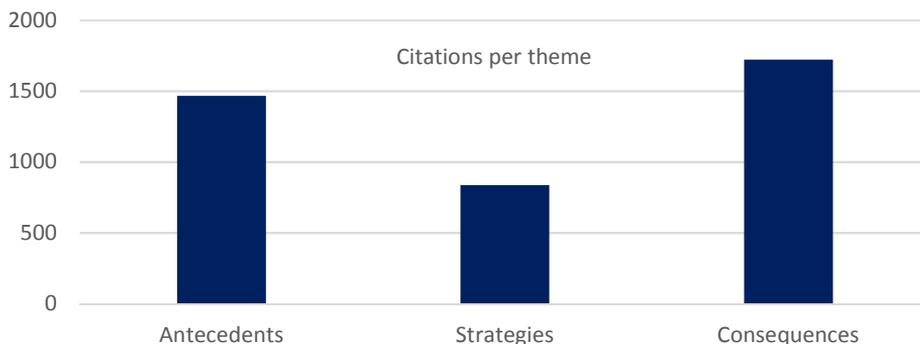


Figure 10. Number of citations per theme

Source: own elaboration.

Implications and opportunities for future research

We think that the findings of this study carry several implications. First, to the best of our knowledge, this is the first study to conduct a literature review on e-commerce use for internationalising firms. Since existing studies in this area are emerging, it is difficult to obtain full insights regarding how e-commerce is used by internationalising firms and what the effects are on the firms' performances. In this study, we provide an overview of the existing published work on this issue and analyse the research contexts, theories, and methods. More importantly, we propose a theoretical framework to classify the studies. This has the potential to advance our knowledge of how firms use e-commerce, as well as to provide a prominent theoretical foundation for future research.

In addition, our review identifies the journals interested in the issue of e-commerce for international business. It defines the methods and theories used in past qualitative and quantitative studies. The review shows the most-cited themes by year and gives a representation of the evolution of this issue over the years.

Second, the factors identified in our integrative framework are likely to help companies to better harness the power of e-commerce. The factors concentrate on content, network, and interaction characteristics. It informs companies of the crucial roles of contingency factors, which may help them to realise when they could effectively leverage the marketing potential of e-commerce websites globally. The review may be helpful for firms in order to identify useful strategies for firms that use or intend to use e-commerce to enter foreign markets. Firms can also understand the implications of their potential e-commerce activity by looking at the performance studies.

Our literature review also enables us to highlight some opportunities for future research. First, our review shows that the majority of the empirical studies adopt the survey and the panel data analysis. In contrast, qualitative methods are relatively less adopted in the literature. This suggests that diversifying research methods in future stud-

ies may be useful to uncover more and different empirical evidence with respect to firms' use of e-commerce means to internationalise.

Second, this study shows that several theories explain firms' behaviour in the field of internationalisation through e-commerce. The purpose of many empirical studies is to test theories and develop explanatory models. This is because e-commerce is a new area, where existing theories may be insufficient to provide accurate and complete understandings.

Our integrative framework is an initial attempt to identify and classify prior studies. It would be interesting to investigate when and how firms move from one internationalisation stage to another and then to highlight the interrelationships between different stages and e-commerce use. In addition, firms do not actually need to follow the sequence (born-global firms). Thus, it may be useful to look into non-linear activities in firms' internationalisation processes within this context.

Limitations

The analysis comes down to the method used in order to collect the articles because it does not rely on sophisticated methodologies (e.g. bibliometric analysis) (Galvagno, 2017), although other international business reviews have taken a similar approach also in Italy (Resciniti and Matarazzo, 2012). Also, the review dismisses the conference proceedings.

CONCLUSIONS

This study provides a systematic review of firms' internationalisation through e-commerce. We derive insights through a discussion of the research contexts, theories, and research methods of these studies.

We adopted a systematic approach to identify relevant articles about firm internationalisation and e-commerce. We collected academic and peer-reviewed journal articles by selecting and searching different databases using these keywords: internationalisation, e-commerce, online shopping, e-business, and digital marketing. We also checked both e-commerce and international marketing and business journals. By looking at the theories used in the literature to deal with the internationalisation process, we chose to use the antecedent-strategy-consequences approach in order to classify the literature (Elbanna et al., 2013; Hitt et al., 2006; Carpenter et al., 2004).

Finally, we traced a trend of the publications in literature about online internationalisation by cross-referencing data regarding number of citations and year of publication.

We believe that our literature review and theoretical framework will contribute to the understandings of this domain and inspire more related research in the future.

REFERENCES

- Aiello, G. 2017. Products moving along channels, consumers cross channels. *Mercati e Competitività*, 1: 7-11.
- Ajmal, F., & Yasin, N. M. 2012. Model for electronic commerce adoption for small and medium sized enterprises. *International Journal of Innovation, Management and Technology*, 3(2): 90.

- Alcácer, J., Cantwell, J., & Piscitello, L. 2016. Internationalization in the information age: A new era for places, firms, and international business networks? *Journal of International Business Studies*, 47(5): 499-512.
- Azar, G., & Ciabuschi, F. 2017. Organizational innovation, technological innovation, and export performance: The effects of innovation radicalness and extensiveness. *International Business Review*, 26(2): 324-336.
- Bell, J., & Loane, S. 2010. 'New-wave' global firms: Web 2.0 and SME internationalisation. *Journal of Marketing Management*, 26(3-4): 213-229.
- Bianchi, C., & Mathews, S. 2016. Internet marketing and export market growth in Chile. *Journal of Business Research*, 69(2): 426-434.
- Brouthers, K. D., Geisser, K. D., & Rothlauf, F. 2016. Explaining the internationalization of ibusiness firms. *Journal of International Business Studies*, 47(5): 513-534.
- Camisón, C., & Villar-López, A. 2014. Organizational innovation as an enabler of technological innovation capabilities and firm performance. *Journal of Business Research*, 67(1): 2891-2902.
- Caputo, M., Fortuna, D., Michelino, F., & Rescinti, R. 2007. Market Orientation and Internet in Supply Chain Management: an Empirical Investigation. *Mercati e Competitività*, 3: 19-46.
- Carpenter, M. A., Geletkanycz, M. A., & Sanders, W. G. 2004. Upper echelons research revisited: Antecedents, elements, and consequences of top management team composition. *Journal of Management*, 30(6): 749-778.
- Cavusgil, S. T., & Knight, G. 2015. The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. *Journal of International Business Studies*, 46(1): 3-16.
- Chen, S., & Lamberti, L. 2016. Multichannel marketing: The operational construct and firms' motivation to adopt. *Journal of Strategic Marketing*, 24(7): 594-616.
- Cheung, C. M., & Thadani, D. R. 2012. The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1): 461-470.
- Dickinger, A., & Stangl, B. 2013. Website performance and behavioral consequences: A formative measurement approach. *Journal of Business Research*, 66(6): 771-777.
- Elbanna, S., Child, J., & Dayan, M. 2013. A model of antecedents and consequences of intuition in strategic decision-making: Evidence from Egypt. *Long Range Planning*, 46(1): 149-176.
- Fillis, I., Johansson, U., & Wagner, B. 2004. Factors impacting on e-business adoption and development in the smaller firm. *International Journal of Entrepreneurial Behavior & Research*, 10(3): 178-191.
- Galvagno, M. 2017. Bibliometric literature review: An opportunity for marketing scholars. *Mercati & Competitività*, 4: 7-15.
- Glavas, C., & Mathews, S. 2014. How international entrepreneurship characteristics influence internet capabilities for the international business processes of the firm. *International Business Review*, 23(1): 228-245.
- Gökmen, A. 2012. Virtual business operations, e-commerce & its significance and the case of Turkey: Current situation and its potential. *Electronic Commerce Research*, 12(1): 31-51.
- Grandon, E. E., & Pearson, J. M. 2004. Electronic commerce adoption: An empirical study of small and medium US businesses. *Information & Management*, 42(1): 197-216.
- Grandón, E. E., Nasco, S. A., & Mykytyn, P. P. 2011. Comparing theories to explain e-commerce adoption. *Journal of Business Research*, 64(3): 292-298.
- Gregory, G., Karavdic, M., & Zou, S. 2007. The effects of e-commerce drivers on export marketing strategy. *Journal of International Marketing*, 15(02): 30-57.

- Hilmersson, M., & Johanson, M. 2016. Speed of SME internationalization and performance. *Management International Review*, 56(1): 67-94.
- Hitt, M. A., Tihanyi, L., Miller, T., & Connelly, B. 2006. International diversification: Antecedents, outcomes, and moderators. *Journal of Management*, 32(6): 831-867.
- Hoehle, H., Scornavacca, E., & Huff, S. 2012. Three decades of research on consumer adoption and utilization of electronic banking channels: A literature analysis. *Decision Support Systems*, 54(1): 122-132.
- Johanson, M., & Kalinic, I. 2016. Acceleration and deceleration in the internationalization process of the firm. *Management International Review*, 56(6): 827-847.
- Johanson, J., & Vahlne, J. E. 1977. The internationalization process of the firm—a model of knowledge development and increasing foreign market commitments. *Journal of International Business Studies*, 8(1): 23-32.
- Kim, T. Y., Dekker, R., & Heij, C. 2017. Cross-Border Electronic Commerce: Distance Effects and Express Delivery in European Union Markets. *International Journal of Electronic Commerce*, 21(2): 184-218.
- Klein, R., Wareham, J., & Cousins, K. 2011. Electronic intermediary functional roles and profitability. *Decision Sciences*, 42(2): 309-337.
- Kumar, S., Tiffany, M., & Vaidya, S. 2016. Supply chain analysis of e-tailing versus retailing operation – a case study. *Enterprise Information Systems*, 10(6): 639-665.
- Kurnia, S., Choudrie, J., Mahbubur, R. M., & Alzougool, B. 2015. E-commerce technology adoption: A Malaysian grocery SME retail sector study. *Journal of Business Research*, 68(9): 1906-1918.
- Lejpras, A. 2015. Knowledge, location, and internationalization: Empirical evidence for manufacturing SMEs. *Economics of Innovation and New Technology*, 24(8): 734-754.
- Liu, H., Ke, W., Wei, K. K., & Hua, Z. 2013. The impact of IT capabilities on firm performance: The mediating roles of absorptive capacity and supply chain agility. *Decision Support Systems*, 54(3): 1452-1462.
- Mathews, S., Healy, M., & Wickramasekera, R. 2012. The internetisation of information, knowledge, and interaction components of the firm's internationalisation process. *Journal of Marketing Management*, 28(5-6): 733-754.
- Ngai, E. W., & Gunasekaran, A. 2007. A review for mobile commerce research and applications. *Decision Support Systems*, 43(1): 3-15.
- Parvinen, P., Oinas-Kukkonen, H., & Kaptein, M. 2015. E-selling: A new avenue of research for service design and online engagement. *Electronic Commerce Research and Applications*, 14(4): 214-221.
- Peltier, J. W., Zhao, Y., & Schibrowsky, J. A. 2012. Technology adoption by small businesses: An exploratory study of the interrelationships of owner and environmental factors. *International Small Business Journal*, 30(4): 406-431.
- Perrigot, R., & Pénard, T. 2013. Determinants of e-commerce strategy in franchising: A resource-based view. *International Journal of Electronic Commerce*, 17(3): 109-130.
- Pezderka, N., & Sinkovics, R. R. 2011. A conceptualization of e-risk perceptions and implications for small firm active online internationalization. *International Business Review*, 20(4): 409-422.
- Prasad, V. K., Ramamurthy, K., & Naidu, G. M. 2001. The influence of internet-marketing integration on marketing competencies and export performance. *Journal of International Marketing*, 9(4): 82-110.
- Ramanathan, R. 2010. E-commerce success criteria: Determining which criteria count most. *Electronic Commerce Research*, 10(2): 191-208.

- Resciniti, R., & Matarazzo, M. 2012. I nuovi mercati e le strategie di entrata delle medie imprese: evidenze e miti. *Sinergie*, 89: 209-230.
- Reuber, A. R., & Fischer, E. 2011. International entrepreneurship in internet-enabled markets. *Journal of Business Venturing*, 26(6): 660-679.
- Schu, M., Morschett, D., & Swoboda, B. 2016. Internationalization speed of online retailers: A resource-based perspective on the influence factors. *Management International Review*, 56(5): 733-757.
- Sedera, D., & Dey, S. 2013. User expertise in contemporary information systems: Conceptualization, measurement and application. *Information & Management*, 50(8): 621-637.
- Sila, I. 2013. Factors affecting the adoption of B2B e-commerce technologies. *Electronic Commerce Research*, 13(2): 199-236.
- Sinkovics, N., Sinkovics, R. R., & Bryan Jean, R. J. 2013. The internet as an alternative path to internationalization? *International Marketing Review*, 30(2): 130-155.
- Skudiene, V., Auruskeviciene, V., & Sukeviciute, L. 2015. Internationalization model revisited: E-marketing approach. *Procedia-Social and Behavioral Sciences*, 213: 918-924.
- Sleuwaegen, L., & Onkelinx, J. 2014. International commitment, post-entry growth and survival of international new ventures. *Journal of Business Venturing*, 29(1): 106-120.
- Teece, D. J., Pisano, G., & Shuen, A. 1997. Dynamic capabilities and strategic management. *Strategic Management Journal*: 509-533.
- Tolstoy, D., Jonsson, A., & Sharma, D. D. 2016. The influence of a retail firm's geographic scope of operations on its international online sales. *International Journal of Electronic Commerce*, 20(3): 293-318.
- Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R. 2014. Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. *Journal of Business Research*, 67(6): 1201-1208.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. 2015. From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2): 174-181.
- Vogel, R., & Güttel, W. H. 2013. The dynamic capability view in strategic management: A bibliometric review. *International Journal of Management Review*, 15(4): 426-446.
- Wang, S., & Cavusoglu, H. 2015. Small and medium sized manufacturer performance on third party B2B electronic marketplaces: The role of enabling and IT capabilities. *Decision Support Systems*, 79: 184-194.
- Wiengarten, F., Humphreys, P., Cao, G., & McHugh, M. 2013. Exploring the important role of organizational factors in IT business value: Taking a contingency perspective on the resource-based view. *International Journal of Management Review*, 15(1): 30-46.
- Xia, Y., & Zhang, G. P. 2010. The impact of the online channel on retailers' performances: An empirical evaluation. *Decision Sciences*, 41(3): 517-546.
- Yamin, M., & Sinkovics, R. R. 2006. Online internationalisation, psychic distance reduction and the virtuality trap. *International Business Review*, 15(4): 339-360.
- Yeh, C. H., Lee, G. G., & Pai, J. C. 2012. How information system capability affects e-business information technology strategy implementation: An empirical study in Taiwan. *Business Process Management Journal*, 18(2): 197-218.
- Zhang, K. Z., & Benyoucef, M. 2016. Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86: 95-108.

Appendix A: Articles considered for the literature review

- [1] Ajmal, F., & Yasin, N. M. (2012). Model for electronic commerce adoption for small and medium sized enterprises. *International Journal of Innovation, Management and Technology*, 3(2), 90.
- [2] Alcácer, J., Cantwell, J., & Piscitello, L. (2016). Internationalization in the information age: A new era for places, firms, and international business networks? *Journal of International Business Studies*, 47(5), 499-512.
- [3] Amarasena, A. (2008). The internet in the performance of small exporting firms. A developed to developing country market context. *Journal of Internet Business*, 5(2008), 52-79.
- [4] Anwar, S. T. (2017). Alibaba: Entrepreneurial growth and global expansion in B2B/B2C markets. *Journal of International Entrepreneurship*, 15(4), 366-389.
- [5] Ashurst, C., Cragg, P., & Herring, P. (2012). The role of IT competences in gaining value from e-business: An SME case study. *International Small Business Journal*, 30(6), 640-658.
- [6] Azar, G., & Ciabuschi, F. (2017). Organizational innovation, technological innovation, and export performance: The effects of innovation radicalness and extensiveness. *International Business Review*, 26(2), 324-336.
- [7] Bell, J., & Loane, S. (2010). 'New-wave' global firms: Web 2.0 and SME internationalisation. *Journal of Marketing Management*, 26(3-4), 213-229.
- [8] Bianchi, C., & Mathews, S. (2016). Internet marketing and export market growth in Chile. *Journal of Business Research*, 69(2), 426-434.
- [9] Brothers, K. D., Geisser, K. D., & Rothlauf, F. (2016). Explaining the internationalization of ibusiness firms. *Journal of International Business Studies*, 47(5), 513-534.
- [10] Camisón, C., & Villar-López, A. (2014). Organizational innovation as an enabler of technological innovation capabilities and firm performance. *Journal of Business Research*, 67(1), 2891-2902.
- [11] Carrillo, J. E., Druehl, C., & Hsuan, J. (2015). Introduction to innovation within and across borders: A review and future directions. *Decision Sciences*, 46(2), 225-265.
- [12] Cavusgil, S. T., & Knight, G. (2015). The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. *Journal of International Business Studies*, 46(1), 3-16.
- [13] Chen, S., & Lamberti, L. (2016). Multichannel marketing: The operational construct and firms' motivation to adopt. *Journal of Strategic Marketing*, 24(7), 594-616.
- [14] Chen, W., & Kamal, F. (2016). The impact of information and communication technology adoption on multinational firm boundary decisions. *Journal of International Business Studies*, 47(5), 563-576.
- [15] Cragg, P., & Mills, A. (2011). IT support for business processes in SMEs. *Business Process Management Journal*, 17(5), 697-710.
- [16] Deng, Z., & Wang, Z. (2016). Early-mover advantages at cross-border business-to-business e-commerce portals. *Journal of Business Research*, 69(12), 6002-6011.
- [17] Dholakia, N., & Reyes, I. (2013). Virtuality as place and process. *Journal of Marketing Management*, 29(13-14), 1580-1591.
- [18] Dickinger, A., & Stangl, B. (2013). Website performance and behavioral consequences: A formative measurement approach. *Journal of Business Research*, 66(6), 771-777.
- [19] Druehl, C. T., & Porteus, E. L. (2010). Strategic product/service innovations of an online firm. *Decision Sciences*, 41(3), 595-622.
- [20] Ghazawneh, A., & Henfridsson, O. (2015). A paradigmatic analysis of digital application marketplaces. *Journal of Information Technology*, 30(3), 198-208.

- [21] Glavas, C., & Mathews, S. (2014). How international entrepreneurship characteristics influence internet capabilities for the international business processes of the firm. *International Business Review*, 23(1), 228-245.
- [22] Gökmen, A. (2012). Virtual business operations, e-commerce & its significance and the case of Turkey: Current situation and its potential. *Electronic Commerce Research*, 12(1), 31-51.
- [23] Grandon, E. E., & Pearson, J. M. (2004). Electronic commerce adoption: An empirical study of small and medium US businesses. *Information & Management*, 42(1), 197-216.
- [24] Grandón, E. E., Nasco, S. A., & Mykytyn, P. P. (2011). Comparing theories to explain e-commerce adoption. *Journal of Business Research*, 64(3), 292-298.
- [25] Gregory, G., Karavdic, M., & Zou, S. (2007). The effects of e-commerce drivers on export marketing strategy. *Journal of International Marketing*, 15(02), 30-57.
- [26] Grüşchow, R. M., Kemper, J., & Brettel, M. (2016). How do different payment methods deliver cost and credit efficiency in electronic commerce? *Electronic Commerce Research and Applications*, 18, 27-36.
- [27] Hilmersson, M., & Johanson, M. (2016). Speed of SME internationalization and performance. *Management International Review*, 56(1), 67-94.
- [28] Hinson, R. E., & Adjasi, C. K. (2009). The internet and export: Some cross-country evidence from selected African countries. *Journal of Internet Commerce*, 8(3-4), 309-324.
- [29] Huang, M. H., & Wang, E. T. (2013). Marketing is from Mars, IT is from Venus: Aligning the worldviews for firm performance. *Decision Sciences*, 44(1), 87-125.
- [30] Jiang, P., & Balasubramanian, S. K. (2014). An empirical comparison of market efficiency: Electronic marketplaces vs. traditional retail formats. *Electronic Commerce Research and Applications*, 13(2), 98-109.
- [31] Johanson, M., & Kalinic, I. (2016). Acceleration and deceleration in the internationalization process of the firm. *Management International Review*, 56(6), 827-847.
- [32] Kim, H. D., Lee, I., & Lee, C. K. (2013). Building web 2.0 enterprises: A study of small and medium enterprises in the United States. *International Small Business Journal*, 31(2), 156-174.
- [33] Kim, T. Y., Dekker, R., & Heij, C. (2017). Cross-border electronic commerce: Distance effects and express delivery in European Union markets. *International Journal of Electronic Commerce*, 21(2), 184-218.
- [34] Klein, R., Wareham, J., & Cousins, K. (2011). Electronic intermediary functional roles and profitability. *Decision Sciences*, 42(2), 309-337.
- [35] Kleis, L., Nault, B. R., & Dexter, A. S. (2014). Producing synergy: Innovation, IT, and productivity. *Decision Sciences*, 45(5), 939-969.
- [36] Kumar, S., Tiffany, M., & Vaidya, S. (2016). Supply chain analysis of e-tailing versus retailing operation – a case study. *Enterprise Information Systems*, 10(6), 639-665.
- [37] Kurnia, S., Choudrie, J., Mahbubur, R. M., & Alzougool, B. (2015). E-commerce technology adoption: A Malaysian grocery SME retail sector study. *Journal of Business Research*, 68(9), 1906-1918.
- [38] Lejpras, A. (2015). Knowledge, location, and internationalization: Empirical evidence for manufacturing SMEs. *Economics of Innovation and New Technology*, 24(8), 734-754.
- [39] Liu, H., Ke, W., Wei, K. K., & Hua, Z. (2013). The impact of IT capabilities on firm performance: The mediating roles of absorptive capacity and supply chain agility. *Decision Support Systems*, 54(3), 1452-1462.

- [40] Loane, S. (2005). The role of the internet in the internationalisation of small and medium sized companies. *Journal of International Entrepreneurship*, 3(4), 263-277.
- [41] Luftman, J., & Zadeh, H. S. (2011). Key information technology and management issues 2010–11: An international study. *Journal of Information Technology*, 26(3), 193-204.
- [42] Madden, G., Azam, M. S., & Beard, T. R. (2013). Small firm performance in online markets. *Economics of Innovation and New Technology*, 22(1), 99-111.
- [43] Mathews, S., Healy, M., & Wickramasekera, R. (2012). The internetisation of information, knowledge, and interaction components of the firm's internationalisation process. *Journal of Marketing Management*, 28(5-6), 733-754.
- [44] Moon, B. J., & Jain, S. C. (2007). Determinants and outcomes of internet marketing activities of exporting firms. *Journal of Global Marketing*, 20(4), 55-71.
- [45] Morgan-Thomas, A., & Bridgewater, S. (2004). Internet and exporting: Determinants of success in virtual export channels. *International Marketing Review*, 21(4/5), 393-408.
- [46] Mozas-Moral, A., Moral-Pajares, E., Medina-Viruel, M. J., & Bernal-Jurado, E. (2016). Manager's educational background and ICT use as antecedents of export decisions: A crisp set QCA analysis. *Journal of Business Research*, 69(4), 1333-1335.
- [47] Oh, K. Y., Anderson, A. R., & Cruickshank, D. (2012). Perceived barriers towards the use of e-trade processes by Korean SMEs. *Business Process Management Journal*, 18(1), 43-57.
- [48] Peltier, J. W., Zhao, Y., & Schibrowsky, J. A. (2012). Technology adoption by small businesses: An exploratory study of the interrelationships of owner and environmental factors. *International Small Business Journal*, 30(4), 406-431.
- [49] Perrigot, R., & Pénard, T. (2013). Determinants of e-commerce strategy in franchising: A resource-based view. *International Journal of Electronic Commerce*, 17(3), 109-130.
- [50] Pezderka, N., & Sinkovics, R. R. (2011). A conceptualization of e-risk perceptions and implications for small firm active online internationalization. *International Business Review*, 20(4), 409-422.
- [51] Reuber, A. R., & Fischer, E. (2011). International entrepreneurship in internet-enabled markets. *Journal of Business Venturing*, 26(6), 660-679.
- [52] Schu, M., & Morschett, D. (2017). Foreign market selection of online retailers—A path-dependent perspective on influence factors. *International Business Review*, 26, 710-723.
- [53] Schu, M., Morschett, D., & Swoboda, B. (2016). Internationalization speed of online retailers: A resource-based perspective on the influence factors. *Management International Review*, 56(5), 733-757.
- [54] Sedera, D., & Dey, S. (2013). User expertise in contemporary information systems: Conceptualization, measurement and application. *Information & Management*, 50(8), 621-637.
- [55] Serrano-Cinca, C., Fuertes-Callén, Y., & Gutiérrez-Nieto, B. (2010). Internet positioning and performance of e-tailers: An empirical analysis. *Electronic Commerce Research and Applications*, 9(3), 237-248.
- [56] Sila, I. (2013). Factors affecting the adoption of B2B e-commerce technologies. *Electronic Commerce Research*, 13(2), 199-236.
- [57] Silva, G. M., Styles, C., & Lages, L. F. (2017). Breakthrough innovation in international business: The impact of tech-innovation and market-innovation on performance. *International Business Review*, 26(2), 391-404.
- [58] Sinkovics, N., Sinkovics, R. R., & Bryan Jean, R. J. (2013). The internet as an alternative path to internationalization? *International Marketing Review*, 30(2), 130-155.

- [59] Skudiene, V., Auruskeviciene, V., & Sukeviciute, L. (2015). Internationalization model revisited: E-marketing approach. *Procedia-Social and Behavioral Sciences*, 213, 918-924.
- [60] Sleuwaegen, L., & Onkelinx, J. (2014). International commitment, post-entry growth and survival of international new ventures. *Journal of Business Venturing*, 29(1), 106-120.
- [61] Solaymani, S., Sohaili, K., & Yazdinejad, E. A. (2012). Adoption and use of e-commerce in SMEs. *Electronic Commerce Research*, 12(3), 249-263.
- [62] Tolstoy, D., Jonsson, A., & Sharma, D. D. (2016). The influence of a retail firm's geographic scope of operations on its international online sales. *International Journal of Electronic Commerce*, 20(3), 293-318.
- [63] Tsironis, L. K., Gotzamani, K. D., & Mastos, T. D. (2017). e-Business critical success factors: toward the development of an integrated success model. *Business Process Management Journal*, 23(5), 874-896.
- [64] Wang, S., & Cavusoglu, H. (2015). Small and medium sized manufacturer performance on third party B2B electronic marketplaces: The role of enabling and IT capabilities. *Decision Support Systems*, 79, 184-194.
- [65] Waters, J. (2017). Determinants of initial technology adoption and intensification: evidence from Latin America and the Caribbean. *Economics of Innovation and New Technology*, 26(4), 334-352.
- [66] Wiengarten, F., Humphreys, P., Cao, G., & McHugh, M. (2013). Exploring the important role of organizational factors in IT business value: Taking a contingency perspective on the resource-based view. *International Journal of Management Review*, 15(1), 30-46.
- [67] Xia, Y., & Zhang, G. P. (2010). The impact of the online channel on retailers' performances: An empirical evaluation. *Decision Sciences*, 41(3), 517-546.
- [68] Yamin, M., & Sinkovics, R. R. (2006). Online internationalisation, psychic distance reduction and the virtuality trap. *International Business Review*, 15(4), 339-360.
- [69] Yeh, C. H., Lee, G. G., & Pai, J. C. (2012). How information system capability affects e-business information technology strategy implementation: An empirical study in Taiwan. *Business Process Management Journal*, 18(2), 197-218.

Suggested citation :

De Vanna, F., Resciniti, R., & Matarazzo, M. (2018). *A literature review on firms' internationalisation through e-commerce*. In: **K. Wach & M. Maciejewski** (Eds.), *International Entrepreneurship as the Bridge between International Economics and International Business: Conference Proceedings of the 9th ENTRE Conference – 5th AIB-CEE Chapter Annual Conference*. Kraków: Cracow University of Economics (ISBN: 978-83-65262-19-6). Published within the series "Przedsiębiorczość Międzynarodowa | International Entrepreneurship", vol. 4, no. 3 (ISSN 2543-537X).
