



Master's thesis

Trondheim, 2012

Master's thesis

NTNU  
Norwegian University of  
Science and Technology  
Faculty of Social Sciences  
and Technology Management  
and Economics  
Department of Industrial Economics  
and Technology Management

Ragnhild Tjosevik, Birgitte Refsland

Ragnhild Tjosevik  
Birgitte Refsland

# Factors influencing International Entry Strategies

*A Born Global approach*

Trondheim, June 2012