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Escalation of Commitment in Internationalization Processes

The Role of Bounded Rationality in the Uppsala Model

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Contents

1 Bounded Rationality and Internationalization Process Research: An Introduction .................................................. 1
   1.1 Distorted Judgment and Decision-Making Capabilities Due to Bounded Rationality .................................. 1
   1.2 Questionable Recognition of Bounded Rationality in Internationalization Process Research .................. 2
   1.3 Escalation of Commitment as a Suitable Representative for Bounded Rationality in Internationalization Process Theory and Practice .................................................. 4
   1.4 Point of Departure, Research Objective, and Structure of the Present Study ......................................... 6
References ............................................................................ 8

2 Rationality as the Basic Criterion for the Evaluation of Judgment and Decision-Making Processes ......................... 11
   2.1 Underlying Understanding of Rationality, Bounded Rationality, and Irrationality of the Present Study .......... 12
      2.1.2 Theoretical Foundations of Bounded Rationality ........................................................................... 23
      2.1.3 Distinction from Irrationality ........................................................................................................ 26
      2.1.4 Section Conclusion ...................................................................................................................... 27
   2.2 Study-Specific, Rationality-Related Classification of Judgment and Decision-Making Approaches ............ 28
      2.2.1 Classification Criteria .................................................................................................................. 29
      2.2.2 Judgment and Decision-Making Approaches Shaped by Rational Choice or Bounded Rationality ....... 32
      2.2.3 Exemplary Classification of Specific Judgment and Decision-Making Concepts ............................. 33
      2.2.4 Section Conclusion ...................................................................................................................... 42
## 2.3 Chapter Conclusion ........................................................................................................... 43
References .......................................................................................................................... 44

### 3 Escalation of Commitment in Internationalization Processes ........................................... 51

#### 3.1 Overview of Internationalization Research and Identification of the Importance of the Uppsala Internationalization Process Model ........................................................................ 51

#### 3.2 Study-Specific, Rationality-Related Classification of the Uppsala Internationalization Process Model ........................................................................................................... 54

#### 3.2.1 Internationalization Processes According to the U-Model ........................................ 55

#### 3.2.2 Classification of the U-Model's Descriptive and Prescriptive Perspective .................. 59

#### 3.2.3 Classification of the U-Model's Behavioral Assumptions .......................................... 63

#### 3.2.4 Section Conclusion .................................................................................................. 66

#### 3.3 Escalation of Commitment as a Contradiction to the Anticipated Internationalization Process According to the U-Model ................................................................. 67

#### 3.3.1 Questioned Empirical Validity of the U-Model Against Business Reality and Bounded Rationality ................................................................. 68

#### 3.3.2 Escalation of Commitment as a Form of Bounded Rationality ................................. 71

#### 3.3.3 Theory-Driven Explanations of Escalation of Commitment .................................... 74

#### 3.3.4 Escalation of Commitment as a Multi-determined Phenomenon .............................. 78

#### 3.3.5 Escalation of Commitment as a Dynamic Process: The Three-Stage Model of Escalation ........................................................................................................... 85

#### 3.3.6 Statement of the Research Framework Under Consideration of the Theoretical and Conceptual Foundations ................................................................. 89

#### 3.3.7 Development of Hypotheses: Impact of Escalation of Commitment on Internationalization Process Decision-Making .................................................. 91

#### 3.3.8 Section Conclusion .................................................................................................. 103

#### 3.4 Chapter Conclusion .................................................................................................. 103
References .......................................................................................................................... 105

### 4 Empirical Analysis of Escalation of Commitment in Internationalization Process Decision-Making ................................................................. 113

#### 4.1 Selection of the Underlying Research Methodology ................................................. 113

#### 4.1.1 Benefit and Application of Mixed-Methods in Social Sciences .............................. 114

#### 4.1.2 Randomized Experiments as a Quantitative-Empirical Research Method .............. 117

#### 4.1.3 Case Studies as a Qualitative-Empirical Research Method ....................................... 122