

ON THE INTERNATIONALIZATION OF THE FIRMS – FROM THEORY TO PRACTICE

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ABSTRACT: The internationalization process is a complex type of process and, although many specialists in this field tried to create a model for this process that can be applicable to all the firms, the practice proves that establishing a matrix for the process is completely wrong because there are many determinants that influence the process. For this to be more obvious we used the contrast description of the theoretic approach of the internationalization process and the descriptions of the determinants of the process, the factors that make the process so complex and different from one enterprise to another.

Key words: internationalization, firms, market

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