The different technological advances in communications and transport, the globalization of economy, and the economic integration processes have brought changes in the standardization of products and tastes of consumers, redefining the framework in which businesses plan and implement their productions.

Even more, facing a globalized economy, which is getting increasingly more competitive at an international level, this redefinition becomes crucial to be able to compete. This way, businesses face the need to redefine their sphere of action and the need to adapt themselves to increase competitiveness in the markets where their products are offered.

In this context, the increase of competitiveness globally has a direct consequence in the rise in the number of businesses that look for opportunities in the international markets as a strategy to keep their market position, survive, and grow. In short, they look for business internationalization, understood as the development of joint activities or operations aimed at establishing links with a certain degree of stability with international markets: Development of activities that imply dynamism and complexity, containing an important number of strategic decisions.

An aspect of great relevance in our current context is that the way in which trades are accomplished is changing because the life cycles of products are shorter. We must also put an emphasis on the innovation and the quick development of information technologies (Jones, 1999; Crick & Jones, 2000; Andersson, et al., 2004). According to Levitt (1983), technology is a factor that contributes to homogenize the world. Thus, the development of information technologies has shortened the distances between countries and made communications between their inhabitants faster.

The interrelationship between technology and internationalization is obvious; in this way, Archibugi et al. (1996) explain that: 1) every country needs a technological basis to sustain its productive system and encourage its economic development; 2) a country’s technological advantages are not permanent due to the acquisition of knowledge via licenses and technology transfers from the “low tech” countries; and 3) no country dominates the technological knowledge of every sector, which allows different countries to control market niches.

Furthermore, Cosh and Hughes (1996) state that technology businesses are the ones that have found that they have the fastest rate of internationalization, and that their exporting performance is usually related to inversions in R+D and innovation. Additionally, Almor and Hashai (2004) affirm that this kind of business usually enjoys the advantage of being the first. This unique know-how is a significant resource in which competitive advantage can be based.

All this does nothing more than have an impact in how technology becomes an important factor in explaining business internationalization.
The present book constitutes a fundamental work to understand the part of technology in general and the innovative information technologies in particular in internationalization strategies, such as in entrepreneurship. There are multiple aspects in different economies that help us understand in depth the role of certain strategies.

Amongst others, the chapters cover intellectual capital, environmental sustainability, the role of SMEs in international competitiveness, Web 3.0, e-commerce, and aspects of entrepreneurship and innovation. In conclusion, this book is a set of contributions of great interest and academic relevance, as we’ve come to expect from professor Patricia Ordoñez de Pablos, editor of this book, whom I’d like to congratulate sincerely.

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