
PROFILING PROCESS FOR THE INTERNATIONALIZATION OF SERVICE FIRMS

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Abstract

The purpose of this paper is to further our understanding on the internationalization process among service firms. The paper is a conceptual theoretical manuscript that proposes a definition of a *Profile for the Internationalization of Service Firms*. The proposed model has been developed after a rigorous review and consideration of: 1. service firms' characteristics and classifications, 2. key factors that affect the internationalization of services, 3. strategic challenges and trade barriers on the internationalization process of services, and 4. services foreign entry modes. The profile framework proposed may be especially helpful in providing a conceptual comprehension of the internationalization process and in the identification and development of service firms with international capabilities.

Keywords: Internationalization of service firms, Service export, Service firm international profile, International services marketing