

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4064 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|---------|---|----------|
| 1. | AUTOMATIC IDENTIFICATION OF FACE USING GRAPH ALGORITHM <i>SUGANYA .C, SIVASANKARI .A & VASUMATHI .K</i> | 1 |
| 2. | A SURVEY ON ONTOLOGY MEDIATION TOOLS <i>K. VASUMATHI & DR. L.RAVI</i> | 6 |
| 3. | INTERACTIVE E-GOVERNANCE: APPLICATION OF ICT IN AGRICULTURE WITH SPECIAL REFERENCE TO DACNET <i>S. MEENAKSHI & DR. A. MURUGAN</i> | 15 |
| 4. | A STUDY OF SUCCESS FACTORS IN INTERNATIONAL EXPANSION OF A BUSINESS <i>DR. MUNAWWER HUSAIN</i> | 18 |
| 5. | IMPLEMENTATION OF IFRS IN INDIA: OPPORTUNITIES AND CHALLENGES <i>H.RADHIKA</i> | 21 |
| 6. | EXTENT OF USING ELECTRONIC AUDIT AND DISCLOSURE METHODS, AND OBSTACLES FACING THEIR IMPLEMENTATION IN JORDAN <i>ABEDEL-RAHMAN KH. EL- DALABEEH & AUDEH AHMAD BANI-AHMAD</i> | 25 |
| 7. | HIGHER STUDIES IN A GLOBALISED ENVIRONMENT <i>DR. VANDANA DESWAL</i> | 30 |
| 8. | PERCEPTION OF TOURISTS TOWARDS THE HOUSEBOATS IN KASHMIR <i>HAFIZULLAH DAR</i> | 33 |
| 9. | A REVIEW ON RECENT RESEARCH LITERATURE ON ERP SYSTEMS <i>MEGHANA TRIBHUWAN</i> | 39 |
| 10. | EVALUATING CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA FOR COMPETITIVE ADVANTAGE <i>ARPITA MANTA</i> | 43 |
| 11. | AGRICULTURE AND WTO <i>ANKITA TOMAR & JIGMET WANGMO</i> | 49 |
| 12. | AGRICULTURE USING SOLAR TRACTOR WITH WIRELESS SENSOR NETWORK ESSENTIALS <i>G.SANGEETHALAKSHMI & K.DEEPASHREE</i> | 52 |
| 13. | A LITERATURE REVIEW OF TECHNIQUES OF CONCEALING SINK NODES IN WIRELESS SENSOR NETWORKS <i>RASMEET KAUR & KIRANBIR KAUR</i> | 55 |
| 14. | PRESENT SCENARIO OF CASHEW MARKET AND FACTORS AFFECTING ON PURCHASE OF CASHEW: SOUTH GUJARAT RETAILERS PERSPECTIVES <i>KAMALKANT TANDEL & GAUTAM PARMAR</i> | 60 |
| 15. | ENERGY SAVING ROUTING PROTOCOL WITH POWER CONSUMPTION OPTIMIZATION IN MANET <i>HARPREET KAUR & HARMINDER KAUR</i> | 65 |
| 16. | THE ANALYZE OF FACTORS INFLUENCES IN IMPROVING LATEX PRODUCTION OF RUBBER SMALLHOLDERS IN SOUTH SUMATRA PROVINCE, INDONESIA <i>M. YUSUF</i> | 69 |
| 17. | THE ART OF LEADING THROUGH MOTIVATING EMPLOYEES IN ORGANISATIONS: REFLECTIONS ON LEADERSHIP DEVELOPMENT IN GHANA <i>IDDIRISU ANDANI MU-AZU</i> | 72 |
| 18. | CLIMATE CHANGE AND GLOBAL EFFORTS: THE ROAD AHEAD <i>PRANEETHA .B.S.</i> | 76 |
| 19. | JOB WITHDRAWAL BEHAVIORS: A RESEARCHER'S PERSPECTIVE OF WHAT MATTERS <i>MANU MELWIN JOY</i> | 80 |
| 20. | APPROACHES TO EXPLORE MULTIBAGGER STOCK IN BSE- 100 INDEX <i>MEHTA PIYUSH RAMESH</i> | 83 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 90 |

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Education/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the authors have seen and agreed to the submitted version of the manuscript and their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR

Designation :
Institution/College/University with full address & Pin Code :
Residential address with Pin Code :
Mobile Number (s) with country ISD code :
WhatsApp or Viber is active on your above noted Mobile Number (Yes/No) :
Landline Number (s) with country ISD code :
E-mail Address :
Alternate E-mail Address :
Nationality :

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, funding institutions, etc., if any.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.
6. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php
7. **KEYWORDS:** JEL Code must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. *It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.*
9. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:** The main text should follow the following sequence:
 - INTRODUCTION**
 - REVIEW OF LITERATURE**
 - NEED/IMPORTANCE OF THE STUDY**
 - STATEMENT OF THE PROBLEM**
 - OBJECTIVES**
 - HYPOTHESES**
 - RESEARCH METHODOLOGY**
 - RESULTS & DISCUSSION**
 - FINDINGS**
 - RECOMMENDATIONS/SUGGESTIONS**
 - CONCLUSIONS**
 - LIMITATIONS**
 - SCOPE FOR FURTHER RESEARCH**
 - REFERENCES**
 - APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.
12. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parentheses, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilized. If any other equation editor is utilized, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that do not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. Also check to make sure that everything that you are including in the reference section is cited in the paper. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - Headers, footers, endnotes and footnotes may not be used in the document, but in short succinct notes making a specific point, may be placed in number orders following the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

- BOOKS**
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
 - Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.
- CONTRIBUTIONS TO BOOKS**
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.
- JOURNAL AND OTHER ARTICLES**
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.
- CONFERENCE PAPERS**
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23
- UNPUBLISHED DISSERTATIONS**
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.
- ONLINE RESOURCES**
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.
- WEBSITES**
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF SUCCESS FACTORS IN INTERNATIONAL EXPANSION OF A BUSINESS

**DR. MUNAWWER HUSAIN
 VISITING ASSOCIATE PROFESSOR
 SCHOOL OF BUSINESS MANAGEMENT
 COLLEGE OF BUSINESS
 UNIVERSITY UTARA MALAYSIA
 MALAYSIA**

ABSTRACT

Many studies have come out about how organizations utilize the Internet same a device in the development method, Anyhow a neglected field already been the way Internet organizations extend the business Universally. The fluctuating sweeping statement has been recognized inside these territories, with the authoritative Structure, advertising and deals, and financial variables being the most institutionalized among the Careful investigation subjects. The findings can be utilized an example of simple achievement figures at Universal extension through another Internet-administration organizations.

KEYWORDS

International expansion, Marketing strategies, success factors.

1. INTRODUCTION

The Internet has empowered worldwide development, conceivable outcomes to business Which prior just was restricted to those of deciding association model and budgetary quality. The Structural IT-advancement inside the most recent era and the leap forward about Internet kept having an Broad effect on worldwide business. The Internet system is best of the quickest developing correspondence Stations on the planet "International Telecommunication Union 2008" to a consistent appraisal, which is Very nearly 1.6 billion clients "Internet World Statistics 2009". The Internet has established new principles to Correspondence and justified data offering distributed. Countless Plans of action have been imagined through the utilization of the Internet, and also making another business Space for all advanced organizations of today. The internationalization is a key methodology for Internet Organizations in spite of the fact that there are a few boundaries, including geological and social variables Contingent upon the nation extended to. Varieties can hence be needed in the administration Conveyance and in addition, hierarchical structure. Likewise distinctive nations oblige particular showcasing Also deals techniques and in addition plan level- and money related administration. The particular An internationalization technique for Internet-administration organizations is accordingly a fundamental part of Being fruitful on the Internet commercial center. Because of the Internet there are various ways To finish a worldwide extension (Kjellman 2005). Sweden, in spite of the fact that a little Market, has been the cause of various fruitful Internet-administration new businesses i.e. Skype, Exchange Doubler and Price Runner. Because of the way which Sweden has become a little home market and the Internet- Administration organizations become compelled to stretch globally with a specific end goal to wind up positively Effective, subsequently describing the essentials "of the internationalization for Swedish Internet- Administration organizations". Today, advancement execution is a pivotal determinant of intensity. What's more national advancement. Besides, advancement is vital to help address worldwide Difficulties, for example, environmental change and feasible improvement. Anyhow regardless of the The vitality of advancement, numerous OECD nations face troubles in reinforcing Execution around there. In reality, numerous OECD nations have seen little change In gains execution lately notwithstanding the new open doors Offered by globalization and new advances, particularly the date and correspondence advances.

2. REVIEW OF LITERATURE

THE DETERMINANTS AND FORMULATION OF INTERNATIONAL BUSINESS STRATEGY

2.1. CLASSIFICATIONS OF INTERNATIONAL BUSINESS STRATEGY

To figure out which technique is suitable for a global business, we take a gander at hypothesis of universal procedure detailing. Thoughtfully, the business system is about making a fit between interior capacities to outer circumstance (Porter, 1996). Consequently, a thorough definition arranges that incorporates both inward and outside elements is required. Tallman and Yip (2008) gave such system of key examination which incorporates: setting objectives, examining the earth (aggressive and industry investigation), examining assets and abilities, creating key choices, picking a methodology furthermore actualizing that method before doing a reversal to then begin again with criticisms. Adding to this are the specifics of other situations (industry and business) identified with a business working multinationally. These specifics include (1) expanded geographically spread; (2) building cross-national monetary combination; (3) changing neighborhood inclination prompting nearby 5 responsiveness weight; (4) diverse, vital choices of going into an alternate nation (Tallman & Yip, 2008). These diverse measurements need to be taken into thought in choosing which global business technique is fitting to utilization.

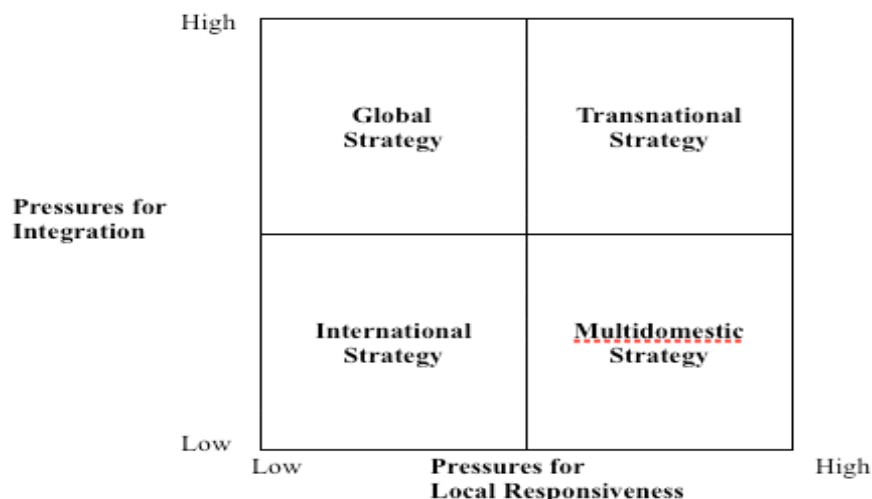


Figure 1. Relationship Between Strategies and Pressures

2.3. SUCCESS FACTORS OF INTERNATIONAL BUSINESS STRATEGY

A few studies propose that the viability of a global business method can be followed back to when the choice to utilize that procedure was done. On the off chance that the privilege the procedure was picked and executed in the privilege business at the privilege time then it will be compelling. So in this situation, the determinant of achievement is the outer environment in which the organization works in (Carpano, Chrisman & Roth, 1994; Kim & Mauborgne, (1993). Nonetheless, this perspective is overlooking the inward abilities of an organization, it accepted that each organization has homogeneous assets and they are utilized as a part of the same way (Zou & Cavusgil, 1996). This presumption is excessively shortsighted and implausible. Different studies propose that achievement components relies on upon which methodology is picked and how the interior abilities, association structure and corporate society helps and fit that procedure (Zou & Cavusgil, 1996). For an organization that has a Global Strategy the fruitful variables are the qualities of a generation, advertising and R&d exercises in keeping the generation cost low. For Multidomestic, they are affected ability to nearby requests and creation capacities to react to them. For Transnational, the components are solid capacities to keep costs low while separate item offerings and cultivating multidirectional streams of data and aptitudes. What's more for International Strategy, it is the capacities to exchange center skills to other business sector (Bartlett & Ghoshal, 1998; Hill et al, 2008).

2.4 PRODUCT-MARKET DEVELOPEMENT STRATEGY

"Ansoff expressed his Product-Market model in excess of 50 years back (Boag & Dastmalchian, 1988)". This model has two measurements: "Markets and Products and presents four development procedures" which are shaped for these two measurements). (Table 1)

TABLE 1: TWO DIMENSIONS

| Product-market grid matrix (Boag & Dastmalchian, 1988) | | New Products | |
|--|--------------------|---------------------|--|
| Current products | | | |
| Current markets | Market penetration | Product development | |
| New markets | Market development | Diversification | |

2.5 GOODS VS. SERVICE

For distinguished achievement figures to global extension in web access organizations it is vital to know the contrasts in the middle of products and administrations. The current research on internationalization of administration organizations isolate into two gatherings. To start with the anyone, which recommend to know about the contrasts about the internationalization to administrations and the globalnationalization in merchandise and furthermore, the which ones don't find other distinctions (Blomstermo & Sharma, 2003). The primary gathering concentrates on those benefits which have to accompanying five attributes:

1. Elusiveness – administrations are imperceptible
2. Intertwined state – concurrent creation/utilization, administrations can't be sent out
3. Perishability – Services can't be put away and showed
4. Variability – Services provide not more institutionalized
5. Proprietorship – Ownership which cannot be exchanged

Another gathering expresses about the negative requirement to an exceptional globalnationalization hypothesis for administration organizations. Present speculations could settlement "them by making basic alterations (Boddewyn 1986)". A study contends about the issues postured through concurrent generation and utilization trademark could be replaced by modulisation. The meaning of the modulisation is explained institutionalization in the administrations of partitioned which could be consolidated by client (Sundbo 1994). "Erramilli (1991)" recommend about a high measure to control in administrative organizations are conceivable to a restricted level in asset duty. There are dangers and expenses for making an entirely possessed auxiliary are restricted to building an office that can generally, effortlessly be shut and Achievement Factors in International Expansion . Exchanged should be in a better place. In the starting and after onperiods of the globalnationalization methodology, administration organizations request high-control remote market.

2.6 MARKET STRATEGIES IN INTERNATIONAL EXPANSION

Universal extensions could be established with distinctive techniques. The hypotheses here it could be pertinent of recognizing conceivable achievement variables. Blomstermo & Sharma (2003) identify two trademark outside business entrance techniques: customer emulating and business looking for. Customer emulating is protective and implies that the administration organizations tail its current local customers abroad. Business sector looking for is a hostile approach and alludes to an administration, organization entering remote markets essentially to serve clients wide. This result demonstrates those markets-looking for organizations liable for utilizing such entrancing modes, for example, trading, unions and joint wander. Customer emulating organizations indicate less inclination for low coordination and control section modes. They chose a completely possessed and halfway claimed backups. "Hollensen (2007)" expresses that "electronic promoting/Internet as an internationalizing technique" implies for administration, organization amplifies for the availability by the utilization of the cutting edge electronic engineering. "Amazon.com" for case dispatched for the idea together considering that the enthusiasm for its administrations would consequently create outside national fringes. At the point when utilizing electronic promoting the organization which is not related to any specific area. The administration would be supervised and administered from any place over the world and still achieve clients all through a tremendous universal business sector by means of Internet associations.

2.7 MARKET STRATEGIES OF ELECTRONIC MEDIA IN INTERNATIONAL EXPANSION

Global developments can be made with distinctive procedures. The speculations around this could be significant to distinguish conceivable achievement variables. Blomstermo & Sharma (2003) identify two trademark outside business sector entrance procedures: customer taking after and business looking for. Customer emulating is opposing and implies that the administration organizations tail its current household customers abroad. Business is looking for a hostile approach and alludes to an administration organization entering outside businesses, principally to serve clients abroad. The results demonstrate that market-looking for organizations are liable to utilize such section modes as trading, unions and joint wander. Customer emulating organizations indicate less inclination for low coordination and control section modes. They chose entirely claimed and mostly possessed auxiliaries. Hollensen (2007) expresses that Electronic is showcasing/Internet as an internationalizing system implies that the administration organization amplifies its availability through the utilization of cutting edge electronic innovation. Amazon.com for illustration dispatched its idea with considering that the enthusiasm for its administrations would naturally create outside national fringes. At the point when utilizing electronic advertising the organization is not bound to any specific area.

3. RESEARCH METHODOLOGY

At the point when leading "a social science research Yin (2003) proposes five potential exploration techniques": test, review, archival examination, history or careful investigation. They every single have preference and inconveniences. Yin gives three criteria for picking the most suitable technique: "i) the nature about exploration question, ii) whether the pertinent behavioral occasions can be controlled, iii) if the examination concentrates on an authentic or current occasion". Since this proposition concentrates on exploratory inquiries, not oblige any control over genuine behavioral occasions "Yin (2003)" should recommend that detailed analysis is the super methodology. Because of the absence of presenting hypotheses and researched inside the particular zone, we surmise those research endeavors are ostensibly the best valuable with the end goal of its theory. Detailed analyses delivered focused around meetings inside chosen significant organizations. An alternate major choice is whether to direct either a solitary, different cases, and additionally various stages of different investigation (Yin, 2003). Here is a unique exchange off: a solitary careful investigation provides all the more inside and out examination of a secluded occasion, however, various careful investigation may give a more noteworthy foundation for belligerence the legitimacy of the experimental discoveries. Because of the uniqueness of this proposal and to discover stronger continuations for the achievement calculates in the worldwide extension of Network access organizations, numerous careful investigations are most proper. This will influence the profundity of the investigation, yet well as preference creates more general determination and as a result be more legitimate for noting the expressed theory question. So as to focus the most proper exploration strategy, this is

imperative to look into what subject should be contemplated. The higher characterized and created speculations, more prominent the likelihood is applying a quantitative study. At the point "when a study is of an explorative nature, Yin (2003) recommends that a subjective methodology is ideal". Subjective methodology considers an all the more top to bottom examination of a particular occasion as restricted to a higher shallow review for a number of occasions (Holme and Solvang, 1997).

4. CONCLUSION

A solid centralistic association where the general administration was directed by the main office is generally seen for every situation all study subjects. The centralistic association model, which is with the general administration incorporated, and nearby association restricted to deals, appears to be an undeniable achievement calculate as it can be gotten from meetings and association perceptions "made of all study subjects" Regarding showcasing and deals four key achievement components with an abnormal state of all inclusive statements were distinguished all through the study; the expansion of business pre studies, deals center amid internationalization, administration productification and also the customer emulating development. The results of that beginning business, the study is a typical achievement component among organizations to some level. There is a moderately express relationship between the multifaceted nature of the plan of action and the degree of business prestudy process. Throughout this subjective study we have possessed the capacity to recognize various shared achievement components from the research endeavor subjects in each of six separate ranges considered. The most profitable results discovered relating general achievement variables are inside significance to a general centralistic association model and in addition, focal item advancement. Strongest common key achievement elements as indicated by the case study subjects, Centralistic association structure, Central item advancement, "High level of market" prestudy, Stand-alone nation plan and High stage of offers centering.

REFERENCES

1. Abby, N.E., Slater, S.F. 1989, 'Management influences on export performance: review of the empirical literature, 1978-1988', *International Marketing Review*, vol. 6, no.4, pp.7-26.
2. Aharoni, Y. 1966, *The Foreign Investment Decision Process*, Harvard University Press, Cambridge, MA
3. Andersson, S. 2000, 'The internationalization of the firm from an entrepreneurial perspective', *International Studies of Management & Organization*, vol. 30, no.1, pp.63-92
4. Andersson, T. Svensson, R. 1994, Entry modes of Direct Investment Determined by the Composition of Firm-Specific Skills, *The Scandinavian Journal of Economics*, Vol. 96, No. 4. Pp.551-560.
5. Barry M Staw, "The escalation of commitment to a course of action". *Academy of Management Review pre-1986: Oct 1981;6, 000004; ABI/INFORM Global* pg. 577
6. Bartlett, C. and Ghosal, S. (1987), "Managing Across Borders: New Organizational responses", *Sloan management Review*, Fall 1987: 29, 1, pp 43-53.
7. Begley, T. and Boyd, D. (2003), "Why Don't They Like Us Overseas: Organizing U.S. Business Practices to manage Culture Clash", *Dynamics, Organizational* 32 (4): 357-371.
8. Blomstermo, A., & Sharma, D. 2003, Three decades of research on the internationalisation process of firms. In A. Blomstermo, A., & D. Sharma (Eds.). *Learning in the Internationalisation Process*.
9. Capdevielle, L, Li, M & Nogal, P 2007, A creation of competitive advantage by using differentiation of company's strategy actions. The case study of IKEA Sweden with experiences on Chinese and French markets, University of Halmstad, School of Business an Engineering.
10. Carpano, C, Chrisman, JJ & Roth, K 1994, 'International strategy and environment: an assessment of the performance relationship', *Journal of International Business Studies*, Vol. 25, No. 3, pp. 639-656.
11. Hambrick, DC & Fredrickson, JW 2001, 'Are you sure you have a strategy?'. *Academ Of Management Executive*, Vol. 15, No. 4, pp. 51-62.
12. Harvard Business School Press, Boston, Massachusetts.
13. Hazing, AW 2000, 'An empirical analysis and extension of the Bartlett and Ghoshal typology of multinational companies', *Journal of International Business Studies*, Vol. 31, Vo. 1, pp. 101-120.
14. Johanson, J., and Vahlne, J.-E. 1977, The Internationalization Process of the Firm - A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, 8, 23-32.
15. Johanson, J., and Wiedersheim-Paul, F. 1975, The Internationalization of the Firm - Four Cases.
16. *Journal of Management Studies*, 12, 305-322. Success Factors in International Expansion Adalberth, Elings-Pers 58

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

