# Article information:

Born digitals: Thoughts on their internationalization and a research agenda | SpringerLink  
<https://link.springer.com/article/10.1057/s41267-019-00290-0>

# Article summary:

1. The article discusses the relevance of Johanson and Vahlne's 2009 paper on internationalization in the context of born digital firms.

2. Born digitals are fundamentally different from traditional bricks-and-mortar firms that have gone digital, and their internationalization may be intentional or unintentional.

3. Technological affordances of born digitals, such as direct engagement with stakeholders and network effects, may change or create new theoretical mechanisms for internationalization.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Born digitals: Thoughts on their internationalization and a research agenda" provides an analysis of the impact of digitalization on the internationalization process of firms. The authors use Johanson and Vahlne's (2009) liability of network outsidership argument as a foundation for discussing the internationalization process of born digital firms. They argue that born digitals are fundamentally different from traditional bricks-and-mortar firms that have gone digital, as they operate to a very high degree 'in space' and can connect to markets around the world almost instantaneously.

The article provides a useful overview of the characteristics of born digitals and how they differ from traditional firms. However, it is important to note that the authors do not provide any evidence or data to support their claims. For example, they state that born digitals have a higher ratio of internet intensity to foreign assets than traditional bricks-and-mortar MNEs, but do not provide any data to back up this claim.

Furthermore, the article is somewhat one-sided in its analysis. While it acknowledges that Johanson and Vahlne's arguments apply to all types of firms, it focuses solely on born digitals without considering how digitalization might impact other types of firms. Additionally, while the authors discuss the technological affordances of born digitals, they do not explore potential risks or drawbacks associated with these technologies.

Overall, while the article provides some interesting insights into the internationalization process of born digitals, it would benefit from more rigorous analysis and supporting evidence. Additionally, it could be strengthened by considering counterarguments and potential risks associated with digitalization.

# Topics for further research:

* Risks of digitalization for international firms
* Impact of digitalization on traditional bricks-and-mortar firms
* Digitalization and liability of network outsidership for non-born digital firms
* Data on internet intensity to foreign assets ratio for born digitals and traditional MNEs
* Technological drawbacks of born digitals' internationalization process
* Born digitals' impact on local markets and economies during internationalization

# Report location:

<https://www.fullpicture.app/item/1a2f606700f0a993051ec0c94dd283a2>