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Kyuho Lee

Melih Madanoglu

Jae-Youn Ko

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A SUCCESSFUL INTERNATIONAL JOINT VENTURE: EXPLORING THE CRITICAL SUCCESS FACTORS OF STARBUCKS KOREA

Kyuhoo Lee, Melih Madanoglu, Jae -Youn Ko

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Abstract

International joint venture has become a key foreign entry mode among global service firms. Scholars have devoted significant attention to the theory of international joint venture in the past three decades. However, despite growing interest from academics and practitioners alike, research that would synthesize the model of a successful international joint venture in the service industry has not been established. To close this gap, we undertook a qualitative study using Starbucks Korea case. This study investigates how Starbucks Korea, an international joint venture between the Starbucks Corporation and the Shinsegae Corporation (the Korean joint venture partner of Starbucks Korea) has been successful in the competitive Korean coffee market. Specifically, the study highlights how the partners involved in Starbucks Korea have successfully collaborated and developed mutual trust while bridging cultural, geographic and language gaps.

Keywords

International Joint Venture; Starbucks