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INTERNATIONALIZATION PROCESS OF EDUCATIONAL CONSULTANCY FIRMS IN BANGLADESH: AN EVALUATION

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ABSTRACT

The article focuses on the internationalization process of the educational consultancy firms based in Bangladesh, and on the strategies and methods they use. The major aim of this research was to gain a better understanding of the process by comparing and analyzing three main internationalization process theories: the Uppsala Model, Network Theory and International Entrepreneurship Theory. An essential part of this study consists of gathering empirical data from thirty educational consultancy firms in Bangladesh which have already been internationalized. The findings show the application and usefulness of the three theories to these firms. The findings also indicate that the selected firms used a combination of variables from mostly two theories: Network Theory and International Entrepreneurship Theory and that the much criticized Uppsala Model is quite insignificant in describing the internationalization process behavior of the firms in this industry.

KEYWORDS: *Bangladesh, Educational Consultancy Firms, International Entrepreneurship Theory, Network Theory, Uppsala Internationalization Process Model.*