

International Market Entry Strategy Selection: Mode Choice Analysis, Political Risk Assessment, And Market Penetration Success Factors

CA Prasad Bhat¹, Mr. S. Rahul², Ms. Priyanka Jadhav³

Assistant Professor, Ramachandran International Institute of Management, Pune^{1,2,3}
prasadvbhat@gmail.com, s.raahul@riimpune.com, prof.priyankajadhav@gmail.com

Abstract: *This research examines the critical factors influencing international market entry strategy selection, with particular emphasis on mode choice analysis, political risk assessment, and market penetration success factors. Using recent data from 2020-2021, this study analyzes patterns in international business expansion, evaluates political risk indicators across different regions, and identifies key success factors for market penetration. The findings reveal that digital transformation, geopolitical volatility, and institutional factors significantly influence entry mode decisions. The research contributes to the understanding of contemporary international business strategy by providing empirical evidence on the evolving landscape of market entry approaches in an increasingly complex global environment.*

Keywords: International market entry, Political risk, Market penetration, Entry mode selection, Global expansion