

Host Country Perspectives on the Attributions of Partner for the Success of International Joint Ventures

Jae Hoon Hyun* and Sun Yup Ahn**

This study contributes to the relatively under-explored research area of partner selection based on their attributions with narrowly confined to the perspective of home country firms. The findings of this study show that task-related and partner-related criteria are both positively related to trust and commitment to international joint ventures, but the result concerning task-related criteria repudiates the existing views that less developed hosting country firms select foreign partners based on partners' attributes. The practical implication of this study provides that hosting firms should revise their partner selection criteria which will eventually lead to the more desirable and equitable relationship in international joint ventures.

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