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## 知识密集型服务企业国际化模式选择 ——基于知识的观点

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**摘要:** 通过对服务业国际化模式的分析, 指出知识密集型服务业相对传统服务业的最大特点是其具有知识性。知识密集型服务企业利用不同类型的知识向顾客提供不同类型的服务, 这影响到服务过程中“供应商—顾客”间的互动关系和服务质量评价标准化程度, 最终影响到企业国际化模式的选择。

**关键字:** 企业国际化; 知识密集型服务业; 国际化模式; 知识性

## Choice of international mode for knowledge-intensive business service firms: an analysis based on knowledge view

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**Abstract:** Based on reviewing the study of international mode in service industries, we conclude that the most prominent feature of knowledge-intensive business service(KIBS) in relative to traditional service industries is knowledge. We argue that KIBS firms can utilize different types of knowledge to provide the customers with different types of service, which promotes “supplier-customer” interaction in the process of supplying services and evaluation standardization degree of service quality, and ultimately affects the international mode choice of KIBS firms.

**KeyWords:** internationalization of the firm; knowledge-intensive business service; international mode; knowledge