

**This is an electronic reprint of the original article.  
This reprint *may differ* from the original in pagination and typographic detail.**

**Author(s):** Ojala, Arto; Tyrväinen, Pasi

**Title:** Market Entry and Priority of Small and Medium-Sized Enterprises in the Software Industry: An Empirical Analysis of Cultural Distance, Geographical Distance, and Market Size

**Year:** 2007

**Version:**

**Please cite the original version:**

Ojala, A., & Tyrväinen, P. (2007). Market Entry and Priority of Small and Medium-Sized Enterprises in the Software Industry: An Empirical Analysis of Cultural Distance, Geographical Distance, and Market Size. *Journal of International Marketing*, 15 (3), 123-149. doi:10.1509/jimk.15.3.123

All material supplied via JYX is protected by copyright and other intellectual property rights, and duplication or sale of all or part of any of the repository collections is not permitted, except that material may be duplicated by you for your research use or educational purposes in electronic or print form. You must obtain permission for any other use. Electronic or print copies may not be offered, whether for sale or otherwise to anyone who is not an authorised user.

**Table 3A**  
**Regression Models for First, Second and Third Country Count**

Model	First Country Count			Second Country Count					Third Country Count			
	1	2	3	4	5	6	7	8	9	10	11	12
R2	.119	.269	.29	.259	.494	.561	.567	.486	.253	.314	.442	.447
Adj. R2	.083	.206	.112	.228	.449	.502	.458	.441	.222	.254	.335	.309
F	3.249	4.239	1.63	8.384	11.206	9.389	5.231	10.862	8.141	5.259	4.154	3.237
Significance	.084	.027	.198	.008	.000	.000	.003	.000	.009	.013	.012	.027
<i>Standardized coefficients</i>												
Cultural Distance			-.126		-.485**	-.324	-.305			-.257	-.182	-.181
Geographical Distance	-.345	-.522*	-.400			-.337	-.373	-.524**			-.282	-.346
Software Market Size		.426*	.712	.509**	.527**	.661***	.483	.726***			.438*	.201
GDP			-.291				.164					.262
GDP per Capita			-.233				.143		.503**	.429*	.263	.388

Models 1-3 are created for First Country Count, models 4-8 for Second Country Count and models 9-12 for Third Country Count. Models 3, 7 and 12 use all the independent variables as defined by Formulas 2-6 to explain the First / Second / Third Country Count. Other models in each set are produced with stepwise addition of independent variables. Intermediate models with no new significant values are omitted and Model 8 with additional significant correlation is added.