

## **A Framework to Localize International Business to Business Web Sites**

### **Ji Eun Park**

Ph D Student/ABD of International Business and Marketing  
John Cook School of Business, Saint Louis University  
3674 Lindell Boulevard, St. Louis, Missouri 63108-3397  
Phone: (314) 977-3810  
Fax: (314)-977-7188  
Email: [parkj2@slu.edu](mailto:parkj2@slu.edu)

### **Nitish Singh**

Boeing Institute of International Business  
John Cook School of Business, Saint Louis University  
3674 Lindell Boulevard, St. Louis, Missouri 63108-3397  
Phone: (314) 977-7604  
Fax: 314-977-3897  
Email: [singhn2@slu.edu](mailto:singhn2@slu.edu)

### **Boris Bartikowski**

Euromed Management  
Domaine de Luminy – BP 921  
13288 Marseille, France  
Phone: +33 (0) 4 91 82 79 82  
Fax: +33 (0) 4 91 82 77 50  
E-Mail: [boris.bartikowski@euromed-management.com](mailto:boris.bartikowski@euromed-management.com)

### **Abstract**

*Today global e-commerce is expanding rapidly and accounts for more than \$12 trillion in transactions worldwide. Both b2b and b2c companies are reaching out to international online markets to tap the online market potential. Past studies have proposed ways of localizing web sites with primarily b2c focus. This study attempts to expand the focus of web localization research by providing an exploratory analysis and framework to best localize web sites for b2b companies. The analysis provides insights into differences in localization practices of b2b and b2c companies. Furthermore, using content analysis technique the study analyzes more than 2000 web pages of b2b companies and provides a framework to help b2b localize their international web sites. The study concludes by providing marketers insights into factors that can help them better connect with international b2b online customers.*