

Accepted Manuscript

A qualitative study of the internalization of ISO 9000 standards: The linkages among firms' motivations, internalization processes, and performance

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PII: S0925-5273(17)30407-3

DOI: [10.1016/j.ijpe.2017.12.001](https://doi.org/10.1016/j.ijpe.2017.12.001)

Reference: PROECO 6887

To appear in: *International Journal of Production Economics*

Received Date: 24 May 2017

Revised Date: 28 October 2017

Accepted Date: 1 December 2017

Please cite this article as: Cai, S., Jun, M., A qualitative study of the internalization of ISO 9000 standards: The linkages among firms' motivations, internalization processes, and performance, *International Journal of Production Economics* (2018), doi: 10.1016/j.ijpe.2017.12.001.

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The authors gratefully acknowledge grants from the Social Sciences and Humanities Research Council of Canada

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