



small enterprise promotion + training

INTERNATIONAL ENTREPRENEURSHIP RESEARCH AGENDA

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WORKSHOP OUTLINE

- What research gaps in IE have we have considered in past scholarly works at the SEPT Competence Center?
- What gaps in IE have been reported in recent (top-notch) systematic literature reviews?
- How could university-based international projects lead to cross-border research collaborations for new research topics to bridge gaps or enhance research in IE?

EVOLUTION OF FIRM INTERNATIONALIZATION

Before 1960:

Internationalization of countries (Hymer , 1960).

1960s: Internationalization of large firms (Simmonds & Smith, 1968).

1977: Uppsala Model (Johanson & Vahlne)

1980s: Internationalization of smaller companies at the time of start: INVs/EIFs (McDougall, 1989)

1996: Born Global firms markets (Knight & Cavusgil, 1996)

2009: Born Regional firms; they internationalize early but to regional (Lopez et al. 2009)

PART A:

IE POSITION IN SEPT RESEARCH CONTEXT

What research gaps in IE have we have considered in past scholarly works at the SEPT Competence Center?

INTERNATIONALIZATION COMPETENCES AND CAPABILITIES

- Dornberger, U.; N. Un Nabi Md: Explaining the International Entry and Expansion of Firms from Developing Countries from a Capability Point of View: Test Results from Ethiopia, Bolivia, Vietnam and Bangladesh. In: Etemad, H. (Ed.): The Process of Internationalization in Emerging SMEs and Emerging Countries, Cheltenham, 2013.
- N. Un Nabi Md; U. Dornberger: Entrepreneurship and the institutional context: dynamic of development of the locally owned generic pharmaceutical industry in Bangladesh. In: Etemad, H. et al. (Eds.): Current Issues in International Entrepreneurship. Cheltenham, 2013.
- Oppong, P. K.; U. Dornberger, M. N. U. Nabi (2019): Analysing the Direct and Indirect Effects of Entrepreneurial Competencies on International Market Diversification and Profitability: A Study of Small Exporting Firms in Ghana' Int J. Export Marketing: Vol. 3. No. 1.
- Peña-Camacho, D.; J. Ponce-Gómez; G. Kaßberg (2021): International Entrepreneurship. In: Vandor, P.; M. Winkler; M. Mehrwald (Eds.): Scaling impact abroad: An analysis and framework of competences for social enterprise internationalisation. WU Vienna. pp.10-17

INTERNATIONALIZATION COMPETENCES AND CAPABILITIES

- Kassberg, G.; U. Dornberger (2022): Perception of export intenders on relevant resources and competences for the internationalization of vocational education and training (VET) providers. In: International Journal of Training and Development, 1–23.
- Nabi, M. N. U.; S. M. Misbauddin, U. Dornberger (2022): Downgrading as a strategy from the suppliers' perspective in global value chain: towards a conceptual framework and directions for future research. In: Transnational Corporations Review, Taylor & Francis, April 2022.

INSTITUTIONS AND INTERNATIONALIZATION OF SMES

- Rwehumbiza, D.; Nabi, M. N. U., Dornberger, U.: Institutions and diversification of international markets: A study of clothing manufacturers from Tanzania and Kenya. In: Marinov, M. (Ed.): Experiences of Emerging Economy Firms, Palgrave Macmillan., 2015.
- Cuero Acosta, Y. A.; R. Adu-Gyamfi, M. N.U. Nabi, U. Dornberger: Analysing the Role of Framework Conditions Influencing International Entrepreneurial Opportunity Identification Process. Entrepreneurial Business and Economics Review, 5(3), 9-29; 2017.
- Nabi, M. N. U., Dornberger, U.: Birth and Growth in Isolation - Development of the Generic Pharmaceutical Industry in Bangladesh. In: Munoz, J. M (Ed.): Globalization Alternatives - Strategies for the New International Economy, Business Expert Press: NY, pp. 101-112, 2018.
- Md. Nur Alam; U. Dornberger (2019): Does institutional inefficiency encourage entrepreneurs to adopt effectuation logic in strategic business decision? In: World Review of Entrepreneurship, Management and Sustainable Development, 2019 Vol.15, No.6, pp.734 - 750.

INSTITUTIONS AND INTERNATIONALIZATION OF SMES

- Oppong, P. K. (2019): Informal institutions and international performance of Ghanaian small exporting firms: moderation role of formal institutions. *International Journal of Export Marketing*, Vol.3 No.2, pp.119 - 145.
- Boafo, C.; U. Dornberger (2021): Informal born regional enterprises in Ghana: an extension of internationalisation theories. In: *International Journal of Entrepreneurship and Small Business* (Special Issue on: Entrepreneurial Internationalisation in, from and to Africa)
- Boafo, C.; A. Catanzaro; U. Dornberger (2022): International entrepreneurship in Sub-Saharan Africa: inter-firm coordination and local economy dynamics in the informal economy. In: *Journal of Small Business and Enterprise Development*, Emerald Publishing.
- Boafo, C.; R. Afriyie Owusu; K. Guiderdoni-Jourdain (2022): Understanding internationalization of informal African firms through a network perspective. *International Small Business Journal*, SAGE,

PART B:

IMPLICATIONS FOR FUTURE IE RESEARCH

What gaps in IE have been reported in recent (top-notch) systematic literature reviews?

ANALYZED SYSTEMATIC LITERATURE REVIEW STUDIES

Tuomisalo & Leppäaho (2019)

Title: Learning in international new ventures: A systematic review

Articles: 50 between 1994 – 2017

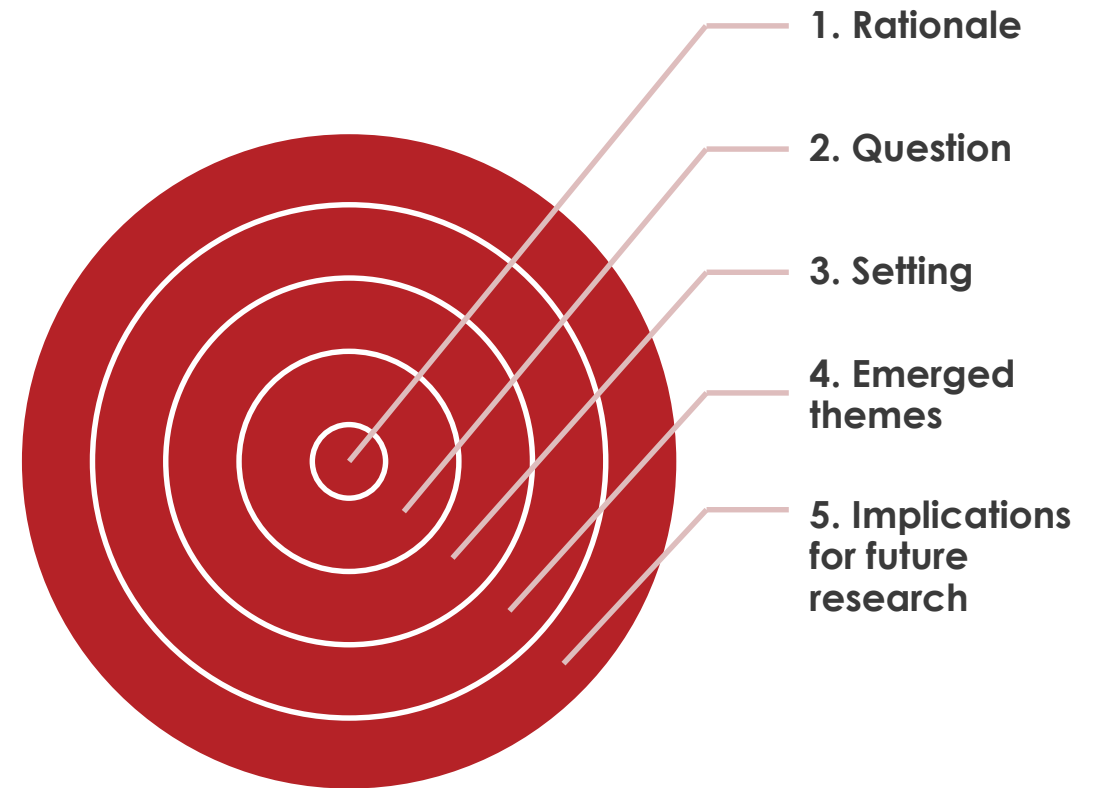
Journal: International Business Review

Bembom & Schwens (2018)

The role of networks in early internationalizing firms: A systematic review and future research agenda

61 between 1989 – 2016

European Management Journal



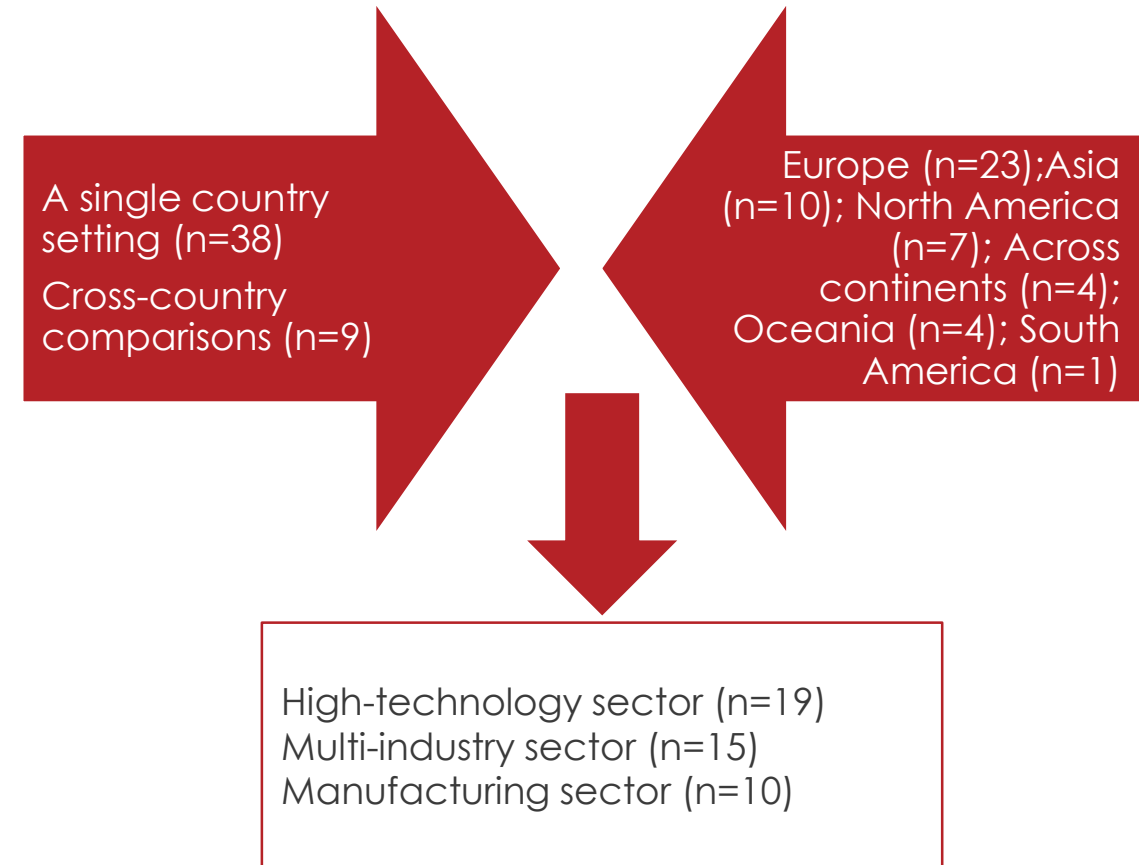
TUOMISALO & LEPPÄÄHO (2019)

Rationale & Questions:

Learning has been acknowledged as a central feature for the new and rapidly internationalizing ventures.

- 1) What do we know about learning in international new ventures?
- 2) How have learning theories been applied in research on early and rapid internationalization?

Setting:



TUOMISALO & LEPPÄÄHO (2019)

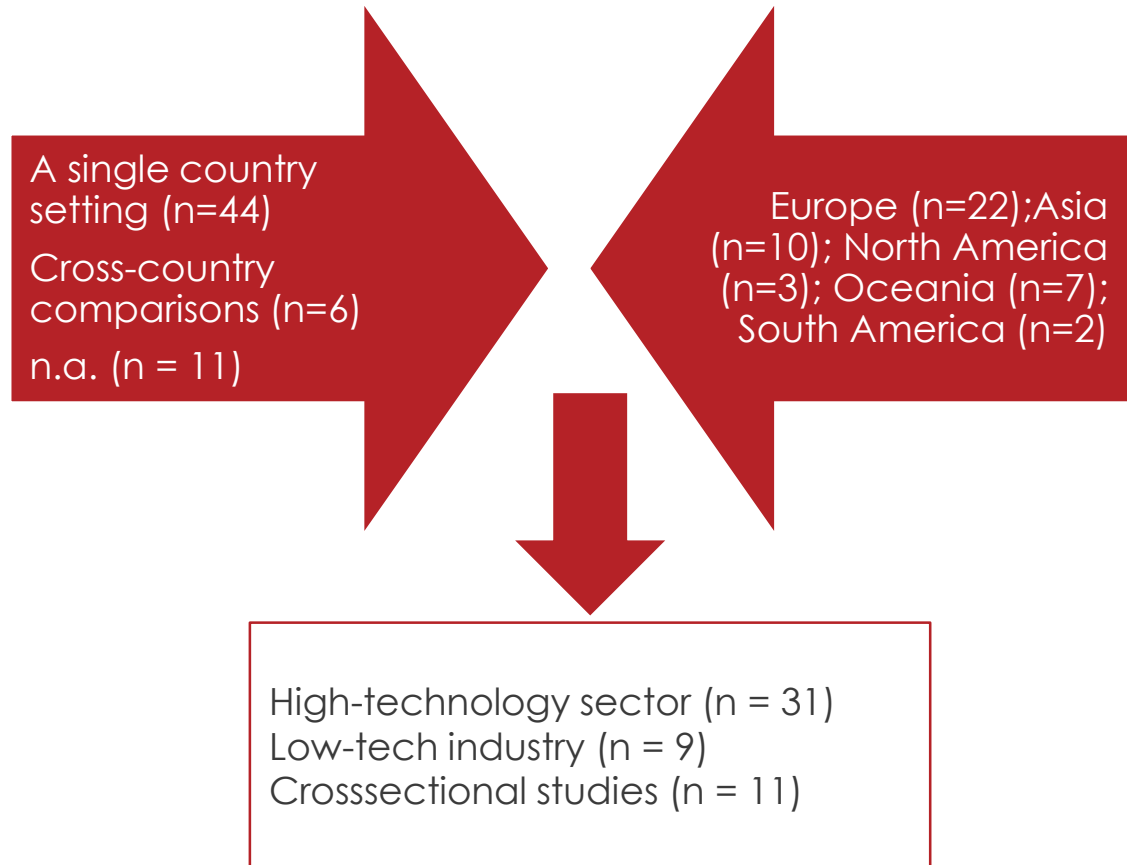
Emerged Themes	Operationalization	Implications for future research
I) Competences of learning	Innovativeness, failure tolerance, and problem solving	<ul style="list-style-type: none"> Need to acknowledge and investigate entrepreneurial dimensions of learning in INVs.
	The decision between exploitative and explorative learning is based on balance between internationalization and learning	<ul style="list-style-type: none"> How INVs balance between internationalization and learning.
II) Dynamics of learning	Learning is a long-term process, with priorities changing over time	<ul style="list-style-type: none"> How learning priorities change over time, e.g., by acknowledging environmental turbulence
	The role of misfortune in learning	<ul style="list-style-type: none"> Acknowledge and investigate how setbacks and failures affect learning in INVs.
III) Environmental factors	The main environmental feature affecting learning is internationalization	<ul style="list-style-type: none"> How internationalization affects learning, e.g., observing the balance between market and technological learning
	Competition intensity pushes INVs to renew knowledge base and increase their learning efforts	<ul style="list-style-type: none"> How competition intensity affects learning.
	Uncertainty speeds up the learning process	<ul style="list-style-type: none"> How the faced uncertainty affects learning in INVs:

BEMBOM & SCHWENS (2018)

Rationale & Questions:

- Early internationalizers are initially disadvantaged because of the limited availability of resources.
- How can they satisfy their varying resource requirements.
- How is the role of networks in the pre-internationalization (e.g., pre-founding) and the post-internationalization phase (e.g., enter new country, mode change) of early internationalizers?

Setting:



BEMBOM & SCHWENS (2018)

Emerged Themes	Operationalization	Implications for future research
I) Network content: type of exchanged resources	Human resources; Financial capital; Knowledge (information, advice); Opportunity assessment; Legitimacy	<ul style="list-style-type: none"> How does a firm's access to different types of resources in the internationalization phase. ... impact firm's access to different types of resources in the post internationalization phase.
II) Network governance: underlying mechanism for resource exchange	Trust, Contracts; Social governance mechanisms (power, loss of reputation)	<ul style="list-style-type: none"> How does a firm's use of different governance mechanisms in the pre-internationalization phase. ... impact firm's use of governance mechanisms in the post internationalization phase.
III) Network structure	Size; Position; Tie strength; Structural holes	<ul style="list-style-type: none"> How does a firm's network structure in the pre-internationalization phase determine the access to amount and diversity of resources. ... impact firm's available amount and diversity resources in the post-internationalization phase.

THE ASYMMETRY IN IE RESEARCH



Less focus:

Comparative entrepreneurial internationalization

Low-tech industry

Crossectional studies

Developing economies



More focus:

Entrepreneurial internationalization in single country setting

High-tech industry

Developed European and North American economies



PART C:

ONWARD JOURNEYS: WHERE TO GO NOW?

How could university-based international projects lead to cross-border research collaborations for new research topics to bridge gaps or enhance research in IE?

OUTPUTS FROM THE INTERACTIVE SESSION

- Impacts of legal framework on entrepreneurship
- Upgrading from indirect exports to direct exports by firms.
- Cross-country studies (mostly in developing economy contexts)
- How can universities speed up the learning of entrepreneurs?
- How IT has influenced IE:
- The role of IT reducing middle men in exportation
- The influence of IT on entrepreneurial learning.
- How technology helps in the learning of internationalizing informal firms?
- Capabilities to manage the complexity of ecosystems.
- VUCA – Context ➡ Resilience of international entrepreneurs – Building with support of universities
- Learning ➡ Competencies ➡ Competitiveness
- Intenders ➡ Indirect exporters ➡ Direct exporters ➡ Longitudinal studies
- Immigrants: their role of internationalization to firms in their home countries

ONWARD JOURNEYS: WHERE TO GO NOW?

- Creating funded projects through south-south university collaboration:
 - Opportunity for funding new researchers other than the conventional channels (e.g., DAAD; KAAD)
- Embarking on south-south academic exchange for international entrepreneurial competence development.
 - In-service students who are entrepreneurs, managers: MBAs / Executive MBAs in Business Schools