



ie-scholars.net[®]
INTERNATIONAL ENTREPRENEURSHIP

*Connecting researchers
in international
entrepreneurship.*



A report on the 2010 activities of the ie-scholars project.

Message from the Co-directors

We are pleased to present the second report of activities for the Strategic Knowledge Cluster on International Entrepreneurship – ie-scholars.net. The Social Sciences and Humanities Research Council (SSHRC) funded the cluster for eight years, beginning in April 2008. Our first report covered the period 2008-2009, and this report documents our activities during 2010.

[ie-scholars](http://ie-scholars.net) traces its roots to the international network of scholars associated with the McGill Conference on International Entrepreneurship first held in 1998. Our network now boasts 165 members, will hold its 14th annual conference in September 2011, and has its own journal, book series and online community.

The primary goal of [ie-scholars](http://ie-scholars.net) is to bring scholars together to provide support and legitimacy for international entrepreneurship as an area of study. To accomplish this, we continue to develop our online community, enhance the annual conference and journal, and reach out to new scholars and potential users of our research in entrepreneurship, economic development and trade communities.

[ie-scholars](http://ie-scholars.net) gained momentum in 2010. The 13th McGill Conference was held in Montreal, its intellectual home, for the first time since we received the strategic knowledge cluster grant. We took the opportunity to raise the conference to the next level, expanding attendance and holding a symposium on research commercialization

and internationalization that attracted more than 100 representatives of industry, government and academe. In addition, our first doctoral colloquium was attended by 35 students from around the world.

We added more than 50 members to our network during 2010, and identified new groups of researchers in South America and Asia with whom we have not previously collaborated. University of Pavia in Italy joined our founding institutions as our first new institutional partner.

We continue to learn and experiment with approaches to both research mobilization and synthesis. Two of our Steering Committee members, Professors Eileen Fischer (York University) and Rebecca Reuber (University of Toronto) are championing a major initiative to encourage the sharing of IE knowledge through development of courses, teaching material and cases for undergraduate, graduate, and executive programs.

Looking ahead, the annual conference will be host by the University of Southern Denmark in Odense, September 16-18, 2011. There will also be regional workshops throughout the year on specific topics. Professor Brendan Gray, University of Otago, for example, is hosting a special track at the Samoa 2.0 Conference and a follow-up workshop on cross-cultural and indigenous international entrepreneurship. In addition to indigenous IE, a number of emerging topics are expanding the field. These include the international aspects of family business, entrepreneur-

ial teams, rapid growth, and access to micro-data on firm export activity. Watch for activities that further each of these areas of enquiry!

Finally, we thank the members of our steering committee (Professors Martine Spence, Barbara Orser, Eileen Fischer, Rebecca Reuber and Nicole Coviello) for their hard work and time spent championing [ie-scholars](http://ie-scholars.net). We also thank our growing membership who see the value of international collaboration in establishing the field of IE, and who help us to lever our strategic knowledge cluster resources to have global impact.

We are grateful for the support of SSHRC for making the contributions of this knowledge cluster possible.

Rod B. McNaughton
Hamid Etemad
Co-directors
[ie-scholars](http://ie-scholars.net)



IE virtual hub expanding and still has much room to grow

The ie-scholars.net website continues to expand to meet the needs of a growing community of researchers in areas related to international entrepreneurship. The site serves as a virtual home for the group, which has grown to over 165 members, up more than 30% from one year ago and well on the way to the goal of 200 participants.

Members represent a diverse group from around the globe, with participants from the UK, Europe, North America, New Zealand, and elsewhere. Analysis of site visitors shows some useful statistics:

- averaging upwards of forty visits per day when updates are posted;
- majority of visits are from North America, followed closely by Scandinavia and Europe;
- 45% of visits come via search engines, 40% link directly to the site, 15% are referred from other sites.

Three times per year a newsletter is posted, as well as a featured international entrepreneur. Rod McNaughton has a blog that is used to announce conferences, positions in IE and other important news.

As participant numbers grow and the site gains momentum, it is hoped that members will begin contributing their own information/material and get involved with more interactive/collaborative opportunities on the site.

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INTERNATIONAL ENTREPRENEURSHIP

Home

IE Conference 2010

The 13th annual McGill International Entrepreneurship conference will be hosted in Montreal, Canada by the Desautels Faculty of Management at McGill University, September 17-20, 2010. The first ie-scholars doctoral colloquium will be held on September 20, 2010 in conjunction with the McGill conference!

- [Information on doctoral colloquium](#)
- [Application to attend doctoral colloquium](#)
- [McGill conference call for papers](#)

Featured Entrepreneur

Terepac Corporation
Terepac corporation, based in Waterloo Canada, is a company whose breakthroughs in manufacturing semiconductor packaging and electronics miniaturization have allowed it to reach technological milestones in its industry.

Established in 2004, Terepac recognized the potential of the Internet to help expand its start-up globally. Company executives included online communication and collaboration as part of their strategy right from the beginning.

ie-Scholars Activities

- Knowledge Synthesis**
Bibliographies and other research tools, definitions, international data collection and more!
- Knowledge Mobilisation**
IE education, curriculum development, learning exercises, engaging policy-makers and businesses.
- Network Building**
Extending the network, awards, conferences, meetings and enhancing our profile.

Several new ideas are being proposed, such as:

- creation of sub-groups to communicate and collaborate on specific research issues, for example, the use of government micro-data, or cross-cultural research issues;
- sharing of teaching resources, including course outlines, assignments, or cases;
- collaboratively develop lecture outlines, cases, or online textbooks as a Wiki;
- or, create sub-communities for particular interest groups, such as PhD students.

The opportunities to expand and more effectively use the tools available with the Igloo Software platform are numerous and we encourage participants to get involved directly. At present, we are using this program's most basic functions but have the opportunity to harness its extensive applications in areas of content management and collaboration. With more members getting involved, the community can continue to provide value. We encourage any participants who would like to help champion particular areas and help us continue to expand and serve our members to contact us.

ie-scholars newest partner creates a European connection

When ie-scholars was created, a number of partners from around the world were invited to participate and help to develop what is becoming a valuable resource for those working in the area of international entrepreneurship research. All of these partners recognized that this emerging field of study required more collaboration, information sharing and formal recognition.

Founding partners came from forward-thinking centres of business research, including the Conrad Business, Entrepreneurship and Technology Centre at University of Waterloo, Desautels Faculty of Management, McGill University and the



Antonella Zucchella, University of Pavia

Centre for International Enterprise Research, University of Glasgow, to name a few.

CIBIE, the Center for International Business and International Economy at University of Pavia (Italy), joins ie-scholars as the first partner added since the original founding partners and brings welcome expansion into continental Europe. With much previous support from the United Kingdom, Ireland, New Zealand and Scandinavian countries, it is hoped this new partnership will help garner further support in Europe and strengthen the community.

Taking the lead for CIBIE is President of the Centre, Antonella Zucchella, who is a professor of Marketing and Innovation Management in the Faculty of Economics at the University of Pavia. With research interests in international business and marketing, SME internationalization and Born Global firms, Dr. Zucchella's research focus and that of her team are strongly aligned with that of ie-scholars.

CIBIE was founded by the two departments of the Faculty of Economics at the University of Pavia - the Department of Management and the Department of Political Economy and Quantitative Studies – to coordinate and promote the international activities of the Faculty. It is hoped that this is the first of several partnerships to be developed in continental Europe,



and that key partners in other regions can also serve as “nodes” to represent and help grow ie-scholars. These partners can participate in numerous ways, including hosting local conferences, supporting PhD students, collaborating in multi-country research projects, and localizing curricula.

ie-scholars moves to CBET

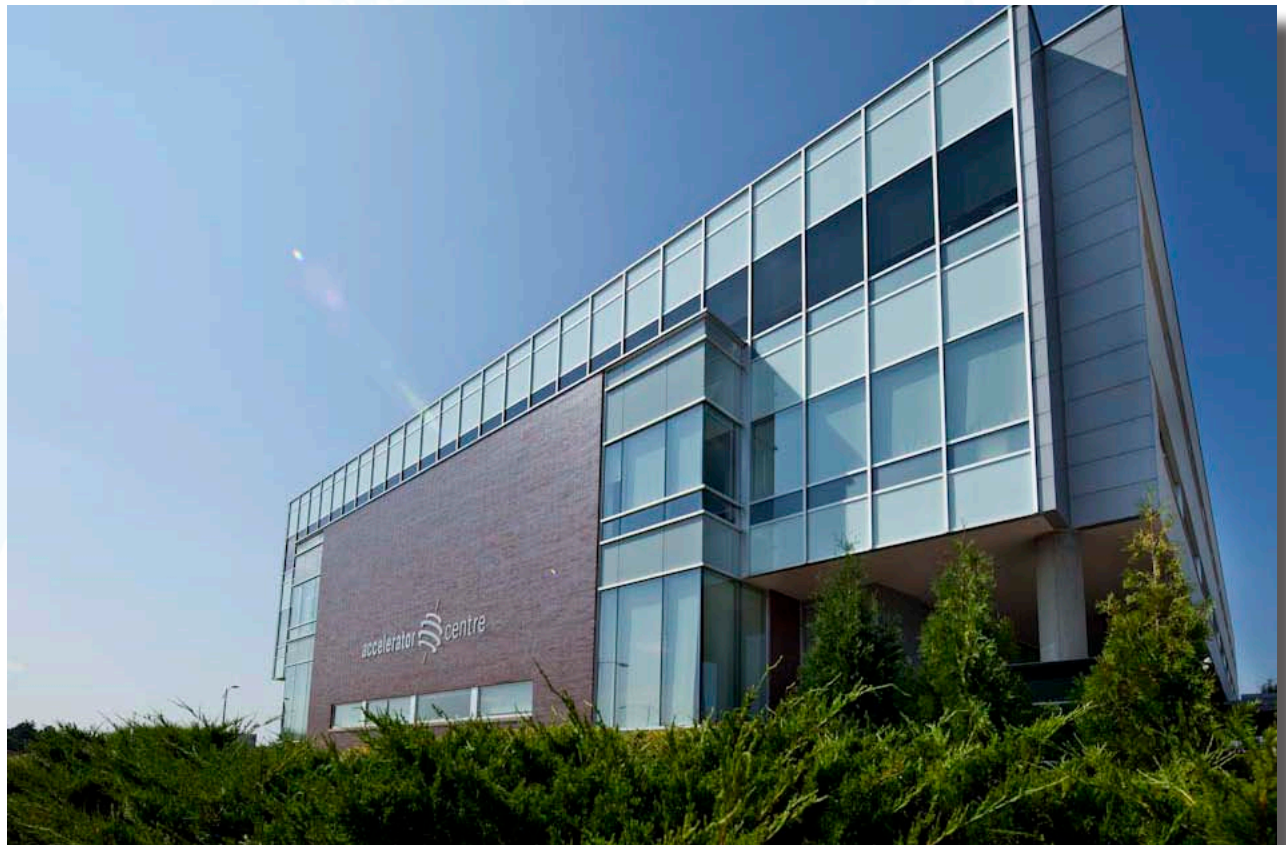
ie-scholars director, Rod McNaughton, is a faculty member at University of Waterloo and a leader in international entrepreneurship research. University of Waterloo itself has a tremendous reputation for innovation and entrepreneurial spirit, spinning out hundreds of tech firms and consistently ranking at the top of the list for Canada's Universities in producing leaders of tomorrow. The Region of Waterloo is home to more than 700 tech firms, many of which were early internationalizers. Companies such as RIM, Open Text, Sybase, COM DEV and DALSA reside in this hotbed of innovation, which boasts over 600 patents per million people in the region (California's latest numbers are 725 patents per million). In 2007, Waterloo Region was named The World's Top Intelligent Community.

Rod McNaughton has recently moved from the Department of Management Sciences to the Conrad Business, Entrepreneurship and Technology Centre (CBET) to take over as Director, and ie-scholars has found a permanent home within CBET.

CBET, with its strong industry connections, unique programming, such as the Master in Business, Entrepreneurship and Technology (MBET), and its place within an innovative and successful institution, provides an environment of support and opportunity for ie-scholars. The MBET program, for example, provides a unique graduate business experience focused on creating new technology ventures to approximately

50 students each year. It is carefully designed to respond to Canada's need for innovation, building on UW's success in technology and entrepreneurship, and attract entrepreneurially-oriented individuals from around the world.

CONRAD
BUSINESS . ENTREPRENEURSHIP . TECHNOLOGY



2010 AIB Conference participants remember influential researcher, Jim Bell

After the McGill Conference, the UK & Ireland Chapter of the Academy of International Business (AIB) Annual Conference is like a second home to ie-scholars, particularly those from European and Scandinavian countries. In 2010, the 37th annual conference took place in Dublin.

The 2010 AIB Conference featured two days of information sharing and community building for those in attendance: leading researchers in fields related to international business and entrepreneurship from around the world. Plenary sessions, a doctoral colloquium and the opportunity to participate in focused discussions during parallel sessions, created a diverse and highly informative conference experience. The doctoral colloquium, for example, featured sessions looking at internationalization processes and strategies, foreign direct investment (FDI)



in emerging economies, and international management. ie-scholars was again involved this year as a sponsor.

The conference as a whole was a great success. This year, however, time was set aside to acknowledge the loss of an important figure in the developing field of international entrepreneurship.

Jim Bell, Professor of International Business Entrepreneurship at the University of Ulster, passed away in November 2009. He was a key supporter of ie-scholars, the McGill conference and the emerging discipline of international entrepreneurship. His colleagues had an opportunity to remember Jim and celebrate his work at a special session of the AIB UK/Ireland conference.

Over 25 years, Jim authored or co-authored more than 75 academic papers, including his most cited paper, *The internationalization of small computer software firms: A further challenge to “stage” theories*, which has nearly 500 citations. With the majority of his papers co-authored with two and five researchers, it's clear that his “rules” of inclusion and helping to bring others along were ones that he himself set the example for.

Presentations at this session featured friends and colleagues from various stages of his academic life (Rod McNaughton, Dave Crick, Sharon Loane, Stephen Young, Olli Kuivalainen, Sami Saarenketo, and Rudolph Sinkovics) and from diverse geographic locations (Finland,



Jim Bell

New Zealand, UK, and Canada).

In recognition of Jim's involvement organizing and chairing the 6th Annual McGill International Entrepreneurship Conference at the University of Ulster, a moving memorial session was also held at the 13th Annual McGill Conference in Montreal.

Jim was not only known for his academic achievements in international business, but also for his unwavering support for others, including numerous students. He will be remembered as an influential researcher, an exceptional leader and a dedicated friend and colleague to many around the world.

The session was recorded and Rod McNaughton may be contacted for a copy. The 2011 AIB UK & Ireland Conference will be held in Edinburgh.

13th Annual McGill Conference on International Entrepreneurship

Since its inception in 1998, the McGill International Entrepreneurship Conference has been growing each year and 2010 was no exception. This year's conference was the largest yet, with nearly 100 people in attendance, including representatives from over twenty countries around the world, including Argentina, Japan and New Zealand.

During its years, the conference has travelled the globe, being hosted in locations such as Finland, New Zealand, Ireland and Singapore, to name a few. 2010 was the first time the conference returned to its home in Montreal since the awarding of the ie-scholars grant from SSHRC.

As always, the conference was designed to bring together leading-edge views of academic scholars, practitioners and policy makers with interests in the fields of international business, small business, entrepreneurship, internationalization and growth. This year, however, saw the conference expand with the assistance of the SSHRC grant, incorporating two substantial new components: a public symposium and a doctoral colloquium.

The two-day research workshop was a major part of the conference and provided the opportunity for critical discussion around concepts, frameworks, theories and methodologies used to understand internationalizing entrepreneur-

ial firms. It was ideal for examination of ongoing research and for exploring new initiatives. It also provided the opportunity to present unpublished research papers for possible publication in scholarly venues, such as the Journal of International Entrepreneurship and the McGill International Entrepreneurship Book Series.

Aside from the research workshop, the business/professional workshop offered an open session for discussion around business and policy with members of those communities. It was here that actual issues facing entrepreneurial firms were addressed and insight gained from practitioners in the field.

A special one-day workshop was introduced this year specifically directed to doctoral candidates. The Doctoral Colloquium was open to doctoral candidates and new scholars of the field and addressed challenges in the rapidly emerging field of international entrepreneurship research.



Dr. Doreen Starke-Meyerring

Doreen Starke-Meyerring led a research writing workshop at the ie-scholars Doctoral Colloquium. Doreen is an Associate Professor in the Department of Integrated Studies in Education at McGill University in Montreal. She holds a PhD in Rhetoric and Scientific and Technical Communication from the University of Minnesota. Her primary research focus is writing development in higher education, particularly in doctoral education, and her research, as well as her interactive sessions, has garnered much praise. Doreen is currently involved with several research projects, including Globalization, higher education, and writing development in globally networked learning environments.

Doctoral Colloquium

This was the first ie-scholars Doctoral Colloquium in International Entrepreneurship and well-placed as part of the Annual McGill Conference. 35 doctoral candidates from 26 institutions in 28 different countries were in attendance. This intensive one-day colloquium ran a full twelve hours, with seven invited faculty members from around the world assisting and serving as mentors. A number of competitive scholarships were also awarded to attending and contributing Doctoral Candidates.

An interactive academic writing workshop was offered and garnered very positive feedback. Given that the field is only just burgeoning, many researchers are young and there are few mentors to help elevate the quality of writing. This, coupled with the differences in writing for these areas of research (entrepreneurship and international business), made a workshop focused on academic writing an extremely important and useful one.

The session was presented by Dr. Doreen Starke-Meyerring, Associate Professor, Rhetoric and Writing Studies in the Department of Integrated Studies in Education at McGill University. To maximize the discussion, an advance orientation package was sent to participants that included an orientation guide explaining the purpose of the seminar, how to best prepare for it and what to bring, plus three additional readings to review for the seminar. Those in attendance noted the session was both stimulating and extremely useful and allowed Dr. Starke-

“Being a PhD student can be a very lonely adventure. The opportunity to share experiences with colleagues from around the world, to learn from experts, to have someone wiser and more experienced show us problems we didn’t even know existed...this has been pure gold.”

Meyerring, whose work also receives funding from SSHRC, to share her invaluable knowledge with the group.

In the afternoon, an important panel discussion on common method variance (CMV) took place, featuring Dr. Charles Lance, Professor, Industrial-Organizational Psychology Program, University of Georgia and Associate Editor, Organizational Research Methods, and Dr. Chris-

topher Shook, Associate Professor of Strategic Management, Auburn University and Senior Associate Editor, Journal of Management. CMV has recently been identified as an issue of considerable concern by influential editors of journals in both entrepreneurship and International Business fields.

The other main component of the day were roundtable discussions broken up into issues related to data collection, research methods and statistics, and those related to literature, theory and positioning. It was here that more intimate discussions by participants took place, offering the opportunity for immediate feedback and, in some cases, solutions to issues in their own research.

From the academic writing workshop to discussions around theoretical and methodological challenges in research, those in attendance found the day-long program extremely valuable.

Doctoral Colloquium impresses PhD student

PhD candidate Adeoye Adegortite attended the 2010 McGill Conference and, in addition to the conference benefits as a whole, found the ie-scholars’ doctoral colloquium particularly insightful and inspiring. “The colloquium was outstanding. The sessions have enhanced my academic writing skills and contributed to the preparation of my doctoral research proposal.” Ade’s research focuses on resource allocation decisions in internationalizing firms.



Symposium

In April 2010, a symposium was hosted by the Faculty of Engineering Dean's Advisory Council at University of Waterloo addressing impediments to successful commercialization. Two major themes emerged from the discussion that day: financing and internationalization.

Capitalizing on the concentration of global experts in the field of international entrepreneurship and commercialization in attendance at the McGill Conference, a one-day symposium was held to build on the discussion that resulted from the previous symposium.

On September 17, 2010, in conjunction with the McGill Conference, the symposium entitled Addressing Impediments to Commercializing Canadian Innovations: Financing and International Trade was held to address questions such as: how best to stimulate business angel investment, what limits the internationalization of Canadian businesses, and how might impediments to internationalization be mitigated.

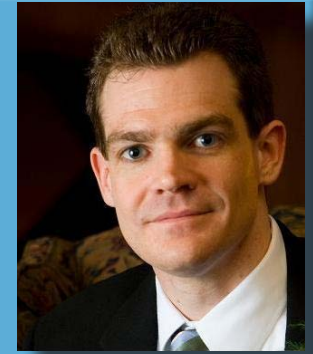
The session was successful in meeting two major objectives:

- sharing knowledge between researchers and practitioners to better inform policy formulation and direct future research, and
- creating a network that facilitates continued dialogue between scholars, practitioners, and policy-makers.

The day featured three panel discussions that generated lively discourse with thoughtful responses from a variety of perspectives, with representatives from academia, industry and public policy communities. Discussion topics were: Incentives for Business Angel Investment, Stimulating Institutional Venture Capital, and Commercializing Innovation an International Trade. Panelists represented a number of backgrounds, areas of expertise and locations from across the country, including Dan Mothersill of the National Angel Capital Organization in Toronto; Marchael Arbow of the New Brunswick Securities Commission; Isabel Bettez of 8D Technologies in Montreal; and Jean-Francois Lamoureux of Corporate and International Trade Intelligence EDC.

More than 150 participants attended the symposium, which was videotaped and the objective is to produce a written summary of the discussions.

The 14th McGill International Entrepreneurship Conference will be hosted by the University of Southern Denmark, in Odense, and the theme for this year will be Opportunities and challenges for international entrepreneurial firms in a time of economic turbulence. It will continue to spark discussion and inspire thoughtful, leading-edge research from around the globe in the field of international entrepreneurship.



Leveraging funds for research sharing

ie-scholars funds have allowed us to leverage departmental funding sources, enabling PhD students to attend conferences and share what they have learned with others. Jon MacKay is one of those students who had the opportunity to attend a conference focused on the use of longitudinal secondary source data for entrepreneurship research. This directly responds to one of the ie-scholars objectives: to encourage and facilitate the development of standardized multi-country longitudinal data for study of early internationalizing firms.

“The Global Entrepreneurship Conference in Washington, DC was a tremendous opportunity to meet with other scholars and access cutting-edge research results,” explains Jon. Based on his experience, a report was created detailing newly available data from the World Bank, the Kauffman Foundation and university research partnerships. “It’s of particular interest to researchers concerned with how the financial crisis will affect entrepreneurship in Canada and globally.”

Researchers at LUT Finland reach out to firms

One of ie-scholars' key goals related to research mobilization is sharing knowledge with a broader set of stakeholders, especially within the business and policy communities. The purpose of research is to inform practice so it's imperative that researchers have access to and make use of a variety of tools that will enable them to share their results with audiences outside academia.

Many suggestions were proposed in the original ie-scholars proposal, focusing on distilling research based knowledge for business and policy audiences. This could include activities like executive or outreach workshops, online training, or webinars; creating workbooks and guides; model curriculum for professional courses; and the creation of templates and other tools to help researchers convert their materials into more focused and useful materials for use by practitioners.

Lappeenranta University of Technology (LUT) is extremely proficient at this and has many varied examples of how it can be accomplished.

LUT also uses the ie-scholars network to leverage local networks and funding opportunities and frequently involve faculty and PhD students from other universities. On a larger scale, Finnish universities often collaborate in offering graduate courses where there is insufficient expertise in any one university, several of which have been in the area of international entrepreneurship.

One excellent example of research mobilization by LUT is a handbook created to guide software firms through the internationalization process, entitled Internationalization Handbook for Software Business. Its purpose is to enable firms to analyze their readiness for international operations and explore the various pathways to internationalization, thereby maximizing opportunities for success during the transition. The publication can be viewed here: http://www.swbusiness.fi/portal/research_insights/reports/?r_id=149

Another example is a seminar that saw researchers and business brought together to discuss a specific issue, ownership vs. partnership. The question was posed: Is it better to enter the international marketplace on your own to maintain control or to seek foreign partnerships to help cope with the liabilities involved with global markets? Two reputable firms, Blancco and NAVTEQ, were invited to attend and share opposing views. The participants were then challenged to explore the conditions of these very different choices.

These are only two of the ways in which LUT is setting a strong example for research institutions focusing on the area of research mobilization and creating meaningful partnerships between research and business. Key contributors from LUT include Sami Saarenketo and Ollie Kuivalainen, as well as Niina Numella, Professor at Turku School of Economics and Docent at LUT.



Business partnerships in BRIC countries

International value chains of ICT firms

26.4.2010, Turku
Venue: Turku School of Economics, lecture hall 16

Many firms are facing a situation where they must build international networks and find partners all over the world. Especially, the importance of the BRIC countries (Brazil, Russia, India and China) has grown fast recently. These countries offer various opportunities, but building partnerships with local firms entails many challenges. This seminar brings forth issues that Finnish firms should consider when building partnerships and cooperating with firms from the BRIC countries. Since each of the four countries is unique, four experts, each having extensive experience on one of the countries are brought together to share their expertise. The seminar is organized as part of Value chain management of internationalizing software firms -project. This is a joint research project of Technology Business Research Center (TBRC) at Lappeenranta University of Technology (LUT), and Turku School of Economics (TSE). More information about the research project can be found at: <http://tbrc-community.lut.fi/vcm/>

Seminar Programme:

- 12:00-12:15 Introduction, Professor Niina Nummela & Professor Sami Saarenketo
- 12:15-13:15 Ajeet Mathur, Professor, Indian Institute of Management Ahmedabad
The challenges of managing institutional diversity in Finnish-Indian collaborations
- 13:15-14:15 Tony Fang, Professor, Stockholm University
The changing Chinese business culture and challenges for Finnish firms doing business in China
- 14:15-14:45 Coffee break
- 14:45-15:45 Mikko Ripatti, Analyst, FIM
Brazil as business environment
- 15:45-16:45 Peeter Vahtra, Research Fellow, PEI, Turku School of Economics
The changing Russian business environment from a foreign company perspective
- 16:45-17:15 Discussion (moderated by Nummela & Saarenketo)



Partnerships leverage further research opportunities

The best partnerships not only produce a stream of results but use combined strength to leverage additional resources. Lappeenranta University of Technology (LUT) was one of the founding partners in ie-scholars and through that existing relationship, ie-scholars was able to apply for additional funds from SSHRC's International Opportunities Fund (IOF). The funds accessed through the IOF enabled us to join a collaborative project designed by LUT that was funded by the Finnish national granting council, TEKES.

INVNet, the research project and network initiated in Finland by researchers at LUT and the Turku School of Economics and Business Administration, collects data about the role of inter-firm networks in the growth and internationalization of new ventures. The network, which currently includes fourteen researchers representing several European countries, Canada, New Zealand and Australia, enabled three strong advantages for ie-scholars:

- we received access to a growing database of information that we can compare across countries;
- information sharing is efficient and speeds up the research cycle; and
- there is increased recognition of Canadian contributions to research in the emerging field of international entrepreneurship (IE).

The Finnish researchers established a method for collecting quantitative data about the pat-

terns of international growth of knowledge-intensive firms, including rich detail about their networks, how these facilitate (or hinder) growth, and how the firms develop and manage their networks. Funding provided by SSHRC allowed ie-scholars' Director, Rod McNaughton, and a PhD student to meet with the researchers and influence the design of their data collection instruments to more appropriately reflect the Canadian context. There now exists a database of over 1000 firms between Finland and Canada with over 100 variables measuring a range of aspects of firm strategy and performance.

Data from partner researchers in other countries will now be shared, enabling effective comparative analyses. Future plans are to include international partners in additional developed countries, which will then be followed by low and medium income countries.

The data collection process also created a unique opportunity for training graduate students in field methods, questionnaire design, survey administration, scale development, quantitative analysis of survey data, testing for sample invariance between countries, cross-cultural learning, and an introduction to an international network of scholars. Our SSHRC funding facilitated two undergraduate co-op students to participate in the design and administration of the survey, as well as a PhD student employed as a research assistant who subsequently used the data for his PhD research. To date, research

outcomes include two PhD dissertations using the data, several conference presentations and two papers submitted to journals for review.

Sharing the results of this research, both from national and international samples, with government export agencies, trade associations and businesses is an important component of the INVNet project. This is yet another example of the benefits to academia and to business that strong collaborative research partnerships can bring.



Dunedin conference generates many publications

Following the McGill Conference in Dunedin, NZ, in December 2008, the conference host, Brendan Gray, set to work editing papers from this conference for two special issues in leading-edge publications: The Journal of International Entrepreneurship and the International Review of Entrepreneurship. Brendan, Professor and Dunedin City Council Chair in Entrepreneurship, leads the Centre for Entrepreneurship at the University of Otago in NZ, which is a founding partner of ie-scholars.



Brendan Gray, University of Otago

The theme of the special issue from the International Review of Entrepreneurship was 'Experiential Entrepreneurship'. Specific topics included:

- the Master of Business, Entrepreneurship and Technology (MBET) program at the University of Waterloo as a way of developing entrepreneurs through experiential learning,
- embedding international entrepreneurship into post-graduate business programs, and
- bridging the gap between IE education and practice through the use of e-learning technologies.

A second special issue edited by Brendan Gray was published through the Journal of International Entrepreneurship and its focus was 'Knowledge, values and internationalization'. The articles presented in this compendium address issues around how entrepreneurial firms acquire and manage knowledge and how values rooted in organizational cultures may influence strategic choices. Five papers around this theme were used, including:

- Linking international entrepreneurship to uncertainty, opportunity, discovery, and cognition,
- Organizational capabilities and internationalization of the small and medium-sized information and communications technology firms,
- How ecopreneurs' green values affect their

international engagement in supply chain management, and

- Entrepreneurs in the new economy: Immigration and gender effects in the Montreal metropolitan area.

Hamid Etemad, Co-Director of ie-scholars, is also editing a collection of papers from the Dunedin conference, which will be part of an international entrepreneurship book series associated with the McGill conference. The series was noted in the original ie-scholars proposal and an objective is to continue expanding the collection.



Hamid Etemad, McGill University

Special forum strengthens definition of international entrepreneurship

Knowledge synthesis and dissemination are key objectives for ie-scholars. Knowledge synthesis in particular is an important piece of the work in establishing credibility for the nascent field of international entrepreneurship research.

The Journal of Business Venturing (JBV), the premiere journal in entrepreneurship, will be publishing a Special Forum on International Entrepreneurship. It is a substantial opportunity for IE exposure given the stature of JBV. There are three objectives with the Special Forum, to: celebrate IE as a field of study, define IE as a distinct, mature and growing disciplinary area, and to provide a rich base for future research in IE.

The guest editors of the Special Forum are Nicole Coviello, Professor of Marketing, Wilfrid Laurier University and member of the ie-scholars steering committee; Patricia McDougall, William L. Haerberle Professor of Entrepreneurship, Kelly School of Business, Indiana University; and Ben Oviatt, Professor Emeritus of Managerial Sciences, Georgia State University. Patricia McDougall and Ben Oviatt are considered the founders of the field of IE due to their 1994 paper that first identified the notion of “international new ventures”.

Two types of papers will be featured in the Special Forum. ‘Field Reviews of IE’ will define the field of IE with a thorough and systematic

review of the development and state of IE research. It will demonstrate that this burgeoning area of research has a distinct presence in the current research environment as well as a strong future ahead. ‘Focused Topic Reviews of IE’ will feature papers focused on specific topics of relevance in IE research.

With 56 submissions, the review process is nearing completion and Special Forum papers are expected to be published across several issues of JBV through late 2011 and early 2012.



Creating a strong curriculum for IE

To champion some of the knowledge synthesis and mobilization objectives of the original ie-scholars proposal, Rebecca Reuber and Eileen Fischer have taken on a curriculum design project that commenced in 2010 and, over the course of several years, will see the creation of a unique, current and forward-thinking curriculum in the area of international entrepreneurship (IE).

Rebecca Reuber, Professor, Strategic Management at Rotman School of Management, University of Toronto; and Eileen Fischer, Director of Entrepreneurial Studies at Schulich School of Business, York University, bring their expertise and their commitment to furthering high-level educational opportunities in international entrepreneurship to this project.



Eileen Fischer, York University, and
Rebecca Reuber, University of Toronto

The team has very specific objectives:

- develop model curricula for three courses on IE;
- develop and offer two online PhD seminars related to IE;
- develop model curricula for two short courses on IE;
- pre-test the two short courses for entrepreneurs;
- develop and write new cases as required to support development of curriculum as above; and
- access and coordinate the distribution of cases from other authors as required to support development of the curriculum.

Three students from University of Toronto and York University have been hired to work on the initiative and have assisted with a large-scale environmental scan of existing graduate and executive level courses in IE and have compiled results from 200 schools. It appears that most business schools do not offer courses or programs in international entrepreneurship and very few actually address it in any substantial manner. Among those institutions that do offer it, the topic is usually found in a single course at the undergraduate, graduate or executive level. It was also noted that a few schools offering “international” entrepreneurship programs simply required that students studied or had projects outside their home country with a range of internationally themed courses in the program.

Clearly there is a need for a more comprehensive and truly IE-focused curricula. The development work by Rebecca and Eileen will now focus on three categories: developing/gathering content on theories, on methods, and on practice. Workshops and conference opportunities are being considered to address some of these areas, such as a one-day workshop for faculty and doctoral students on Online Internationalization, to be held at the Centre for Internationalization and Enterprise Research (CIER) at the University of Glasgow in spring 2012. A stronger relationship is also being forged with Australian counterparts such as Dr. Susan Freeman, Discipline Leader for International Business at the Adelaide Business School, University of Adelaide.

In addition, as part of their work on developing content on practice, Rebecca and Eileen are developing an inventory of cases of organizations involving international entrepreneurs and have identified fifteen subjects that encompass the topics the three courses are likely to cover. Each one addresses a very specific focus in the process of entrepreneurial internationalization and each one will have three relevant and recent cases, ideally from North America, Europe and elsewhere.

The resulting curriculum will be an invaluable resource for ie-scholars members, who will have full access to the outcomes of this project.

Meet the Team

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