

ie-scholars

2013 Report on Activities



INNOVATION

TRADITION



“Our primary goal is to bring scholars together to provide support and legitimacy for international entrepreneurship as an area of study, both reflecting and leading practice.”

Photo (L-R): Ann Elida Eide, Prof. Hamid Etemad, Giovanna Magnani

Message from the Director

I am very pleased to present the fifth report of activities for the Strategic Knowledge Cluster on International Entrepreneurship – ie-scholars.

The Social Sciences and Humanities Research Council (SSHRC) funded the cluster for eight years, beginning in April 2008. We have just completed the sixth year of the project and are entering the final period of the grant timeline. This report will cover activities in 2013 with a view to the past and plans for the future.

Scholarly international entrepreneurship traces its roots back to the international network of scholars associated with the McGill International Entrepreneurship Conference (MIEC), first held in 1998. Our network has expanded and now exceeds 300 actively engaged and contributing members, more than 50% of which are very active in research, publication, teaching and participating in IE-related

activities. The members have also created other annual conferences and workshops to satisfy their specialized and regional needs. This is indicative of ie-scholars’ significant contributions to the field of international entrepreneurship.

The primary goal of ie-scholars is to bring scholars together to provide support and legitimacy for international entrepreneurship as an area of study, both reflecting and leading practice. Thanks to SSHRC’s support, ie-scholars has its own dedicated annual conferences, journal (the Journal of International Entrepreneurship-JIEN), a well-received book series of seven volumes published by Edward Elgar Publishing, and an active online community (<http://www.ie-scholars.net>).

As noted in the 2012 report, Professor Rod McNaughton’s move from the University of Waterloo to

the University of Auckland necessitated a major change in the administration of ie-scholars in 2013. The transition from the Conrad Centre at University of Waterloo to the Desautels Faculty of Management at McGill University, where Professor Hamid Etemad is directing ie-scholars for the remaining term of the grant, was accomplished smoothly. Although the transition opened a new chapter in the life of the ie-scholars community, all on-going and planned activities proceeded without disruption: for example, the 16th Annual conference was held at McGill in August 2013; the strengthening of the community's research capacity and tools, under Professor Nicole

"...we continue to develop the capacity of our online community by assisting community members with richer online and offline support to attract and serve an expanding community..."

Coviello's supervision at Wilfrid University, continued; the further development and class-room testing of IE-focused case-studies as well as teaching and training materials, under the supervision of Professors Rebecca Reuber and Eileen Fischer, proceeded further; and Professor Coviello also continued to oversee the enhancement and upgrading the community's website and on-line support of members' activities. The new website offers a friendlier interface with many useful resources for both the public and members. In the same vein and after extensive research and consultation, a new complementary activity to augment other ie-scholar activities was initiated in May 2013. This new activity combines case study methodology and research on successful smaller internationalized Canadian firms, as empirical examples of international entrepreneurship, to produce audio-visual video case-studies based on pedagogically enhanced methods. The first viewing of these video case studies in the 2013 annual conference received unqualified praise from the

participants. We are in the process of identifying an appropriate distribution method for teaching and training in the academic environment as well as informing Canadian companies who aspire to learn, emulate and internationalize their activities.

In 2013, ie-scholars and MIEC joined forces once more to celebrate the 16th annual conference in International Entrepreneurship at the home of these conferences at McGill University. MIEC will travel to farther distances for the 17th annual conference in Santiago, Chile in September 2014; followed by the 18th annual conference in the United Arab Emirates (UAE) in 2015. These will be the first times that ie-scholars is reaching South American and Asian continents to feature IE conferences and they are also the first of such conferences in those regions. They are intended to attract regional scholars to broaden the reach of the international network of ie-scholars and also help scholars to learn about and jointly address regional issues.

As expected and following a period of rapid growth, the IE community seem to be entering maturity, similar to growth path of other scholarly communities.

Consequently, our attention has shifted toward ensuring the sustainability of activities after the funding from SSHRC concludes. As sustainability has been a concern of SSHRC, we continue to develop the capacity of our online community by strengthening the infrastructure of the annual conferences and enhancing conference features by selective sponsorships, continuing to support the journal, and expanding the book series as well as members' publications elsewhere. The community is reaching out to

The MIEC is the only conference that is entirely devoted to International Entrepreneurship. It provides doctoral students and senior scholars in IE with a rare opportunity to meet, listen to and discuss research as well as to plan future collaborations within this emerging area.

- conference participant

new scholars and potential users of our research in the entrepreneurship, economic development and international trade and business communities. We are also in the process of assisting organizational capacity building across all community activities to enable their continuation and sustainability.

In this annual report, other articles will further elaborate on the success of ie-scholar's activities, including the annual conference, the doctoral colloquium, the interactive corporate-scholar symposium, further development of research, teaching and training tools, and continued publications as examples of how members are transferring their research to the entrepreneurship community.

Finally, we thank the members of our steering committee (Professors Nicole Coviello, Eileen Fischer, Rod McNaughton, Martine Spence, Barbara Orser and Rebecca Reuber) for their continued interest, advice, hard work and time spent championing ie-scholars. We also thank our members who continue to see the value of international collaboration in strengthening the field of IE, and who help us to lever our strategic knowledge cluster resources to have deeper global impact.

Hamid Etemad

Director, ie-scholars

Annual McGill International Entrepreneurship Conference demonstrates continued growth in 2013, hosted again in Montreal

The initial vision of the McGill International Entrepreneurship Conference (MIEC) was to hold occasional conferences from time-to-time. Rising global interest and popularity of International Entrepreneurship as a field of scholarly research led to the expressed desires of other leading institutions to organize and host MIE conferences. The conference grew to alternate each year between Montreal and another global location. It has since been held in locations such as Singapore, Glasgow, Northern Ireland, Sweden, California, Finland, and New Zealand.

This international conference has benefited immensely from the investment by the SSHRC through the Strategic IE Knowledge Cluster grant (now known as ie-scholars), initially announced before the 2008 conference.

The 2013 conference was another success, with growth in many areas. The conference ran from August 2 to 5 at McGill University in Montreal and attracted more than 100 attendees from around the world. It received more than 65 article submissions, of which 42 were accepted for presentation in the conference. These papers were authored and co-authored by over 79 scholars coming from more than 40 institutions in 20 countries.

The one-day Corporate Scholar Interactive Symposium, fully sponsored by the ie-scholars grant, featured four corporate CEOs of firms in a



Elliot Lifson, CEO and Vice-Chair
Peerless Clothing

variety of sectors and a prominent vice president from the public sector – Export Development Canada (EDC) – to discuss different internationalization and growth strategies:

- Elliot Lifson, CEO and Vice-Chair, Peerless Clothing, “How does a so-called ‘traditional industry’ compete and succeed in today’s changing global environment”
- Carl Marcotte, Vice-President, Export Development, Canada, “SMEs and entrepreneurs going global: a Canadian perspective”
- Steven Kramer, CEO, Hybris, “The path of international growth of iCongo and Hybris to partnership with SAP”
- Alain Dudoit, CEO, QG 100 Network of CEOs, “We are smarter than me: QG 100 CEO’s network”
- Rob Hirscheimer, CEO, Okaply Industries and MyEvent.com, “Internationalization experiences of Okaply and MyEvent.com”

The Doctoral Colloquium, another fully ie-scholars-sponsored element, was a strong component of the conference. Details about this, as well as the introduction of ie-scholars video case studies, are found later in the report.

ie-scholars has initiated planning for several future conferences, providing time for the organization of event logistics but also allowing organizing teams the

opportunity to respond to expectations of the broader IE community and meet the aims and objectives of the ie-scholars grant. Plans are underway not only for the 2014 Santiago, Chile conference but also for 2015 to 2018 conferences in United Arab Emirates, London, England and Montreal.



Carl Marcotte, Vice-President
Export Development Canada

This colloquium is the only one in the world entirely devoted to International Entrepreneurship and therefore a very rare opportunity for students to obtain targeted important feedback on their thesis work from scholars in the field. I learned more in two days than I have in the last two years!

– Valerie Bell, doctoral candidate
at the University of Edinburgh



Doctoral Colloquium continues as an important conference component

This year's two and a half day colloquium was the third to take place as part of the MIE conference. Fully sponsored through the ie-scholars grant, it is still the only colloquium in the world dedicated to international entrepreneurship doctoral program and has become an invaluable part of the conference for doctoral candidates in attendance.

This year it attracted applications from more than thirty doctoral candidates, of which 20 were accepted. Attendees came from twenty different doctoral programs and institutions around the world.

The 2013 colloquium itself had four specific features:

- A full day of instructional seminars on comprehensive methodology (Professor Jamshid Etezadi, Concordia University) and strengthening professional writing and presentation of scholarly works (Professor Doreen Starke-Meyerring, McGill University).
- An objective review and critique of each doctoral candidate's thesis proposal or topic by two to three professors. Eleven invited professors, involved in Doctoral programs from eleven different universities, participated in the review and commentary of these proposals.
- Two awards were presented to the best thesis proposals reviewed by the doctoral professors. Award winners were Ann Elida Eide and Giovanna Magnani. (Seen in photo on page 2.)
- The colloquium and conference provided facilities for collaborative research across boundaries among these young scholars and offered special activities designed to encourage and stimulate networking.

New video case study initiative takes off at 2013 conference



The 2013 conference saw the first video case study in a new Video Case Studies Series focusing on the international entrepreneurship activities of Canadian firms. The primary aim of this ie-scholars sponsored activity is pedagogical, and as such is focused on learning, teaching and training. The video cases are designed to document the true challenges, lessons learned and outlooks facing small and medium sized Canadian firms active in various sectors and aspiring to internationalize entrepreneurially.

Cartouche Media has been engaged in the production of the videos and has been coordinated through Professor Hamid Etemad and his team at Desautels Faculty of Management, McGill University, including Mr. Hamed Motaghi, a doctoral candidate at the University of Quebec at Montreal. Through real-life footage and interviews with entrepreneurs and key employees, the videos will help scholars, students and practitioners to develop a true comprehension of internationalizing entrepreneurial actions and processes.

Two video case studies and their corresponding specialized modules, each focusing attention on a specific issue of the case, are now close to completion. The first features Maison Productif House (MPH) and addresses issues related to environmentally-friendly, sustainable high-density housing. The second documents the challenges and difficulties facing a highly specialized small software company, Magex Technologies. Its focus on software products for managing commercial real estate properties has presented challenges in internationalizing as it attempts to address local cultural issues, adaptation requirements, support services and CRM aspects.

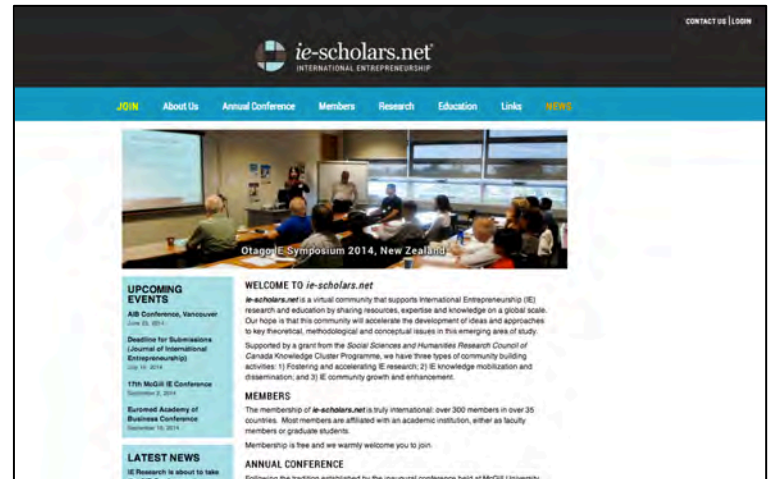
Additional video cases are in progress at various stages of development.

ie-scholars.net online community continues to evolve

In June 2013, Nicole Coviello took over the management of the ie-scholars.net online space. Since that time, there has been rapid growth and the site is continuing to become more robust and useful to members.

Members

- 315 members, well surpassing the initial goal of 200, and has nearly doubled within the last year alone.
- 251 members provided geographic details: 37 countries represented, with largest percentages from Canada, Finland, Scotland, USA, New Zealand and France.
- We also have members from locations such as Burundi, China, Croatia, Egypt, Estonia, Russian Federation, and Turkey.



Technical

- ie-scholars.net now has a new look due to the hard work of our new technical assistant: Nicole Pacampara. Nicole is a student at McGill University and an invaluable asset to ie-scholars.net.
- We introduced Google Analytics to track visitors to the site. These results will be reviewed once enough data has been generated to prove helpful.

Content

- Some content has been changed to reflect member needs and create more value for members. This includes access to certain pages that are now for 'members only', such as the Members List, Research, and Education.
- A number of new sections have been added to the site:
 - Education - this features IE courses from the wider community as well as some developed specifically for ie-scholars.net. The latter are championed by Rebecca Reuber, University of Toronto and Eileen Fischer, York University.
 - Links to IE-specific journals, IE-friendly journals, IE-useful resources, and author resources.
- New sub-sections added in Research:
 - IE Journal Articles: summaries and/or excel spreadsheets of all IE articles published between 1989-2009, all IE articles published 2010-2012, IE articles published in journals with an impact factor >1 in 2013, review articles, and conceptual articles.
 - IE Books: list of IE books, texts, and case books
 - IE and Related Book Chapters: list of chapters in press
 - Integrity in IE Research: commentary on how to ensure integrity and ethical standards in research
- The site is updated weekly, with members receiving automatically-generated news posts highlighting forthcoming publications, open positions, announcements, calls for papers, or commentaries on IE issues.

Anniversary of IE research prompts deeper development of measures

As IE research approaches its 25th “birthday”, the time is ripe for consolidation and assessment of IE research and development of best practices. Up to this point, there has been little attention paid to the measures used in IE in terms of quality and rigour, yet over half of the empirical studies rely on some form of scale measures. In some instances, new measures were developed, but most studies either adopt or adapt extant scales.

In addition, issues of legitimacy arise when IE studies can be challenged by the fact that they fall outside the methodological norms of a single field. Cross-disciplinary learning is also possible as much IE research draws on measures from other disciplines. An example of this is seen in Knight and Cavusgil’s 2004 study that integrates innovation, strategy and marketing in the context of IE.

Nicole Coviello (Wilfrid Laurier University, Canada) and Helena Yli-Renko (University of Southern California) are leading a two-year project to identify, assess and compile multi-item measures for IE research. The result will be a book of Measures for IE Research, co-edited by Dr. Coviello and Dr. Yli-Renko.

In addition to the two co-editors, four graduate students at Wilfrid Laurier University comprise the project team: Ken Chen, Jon Kerr, Hamed Mehrabi, and Greg Tanguay. This student team has been trained and mentored by Dr. Coviello and is currently applying a rigorous set of search, review and checking procedures to over 700 measures identified from over 400 articles. They will also write and edit the measure summaries, as well as analyze the data for patterns relevant to measurement quality.

The objectives of the book are two-fold: Compile a set of reliable and valid multi-item measures currently used; and augment these with others from complementary disciplines with the potential to inform and help advance studies in IE.

These measures will be:

- 1) specific to IE;
- 2) from IE’s parent disciplines (international business and entrepreneurship);
- 3) selected from the four complementary fields typically found to interface with IE research: innovation, marketing, strategy and management.

ie-scholars director wins best paper award



Nicole Coviello (Wilfrid Laurier University) received the 2013 Gerry E Hills Best Paper Award at the 2013 AMA Summer Marketing Educator’s Conference in Boston. This award recognizes both the best paper as well as contributions to research at the marketing/entrepreneurship interface for the past ten years. The paper was Nicole’s IE research published in *Journal of International Business Studies* (2006): Network Dynamics of International New Ventures.

New publications and book series keep IE research on the forefront

MIE Book Series

Two new volumes were added in the MIE book series.

The fourth volume, entitled “The Process of Internationalization in Emerging SMEs and Emerging Economies” brings together 25 top scholars to explore the structural complexities, evolving relations and dynamic forces that are shaping the new system of multi-polar, multi-level international business relations. It examines entrepreneurial efforts and relations in different corporate cultures, in which each firm is embedded (and thus constrained) while competing for attention in the globally competitive market structure that recognizes no boundaries.

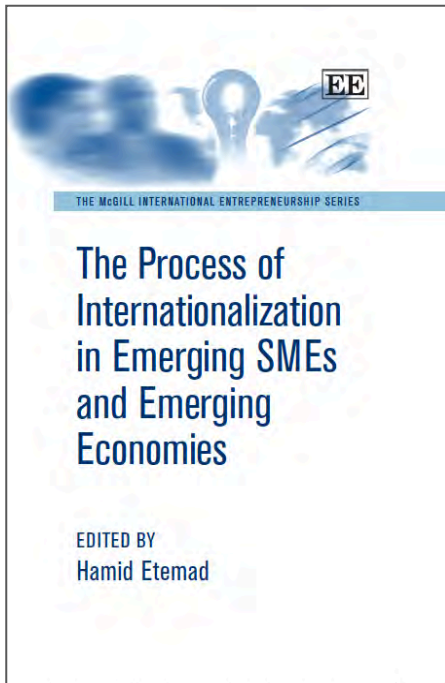
The fifth volume, entitled “The Current Issues in International Entrepreneurship” brings 26 scholars and practitioners to the fray to explore contemporary issues in the evolving entrepreneurial system in international markets. This volume examines entrepreneurial efforts and relations in eleven firms attempting to enter dramatically increasing global and competitive markets. This volume particularly addresses recommendations for further research, better managerial practice and more effective public policy approaches.

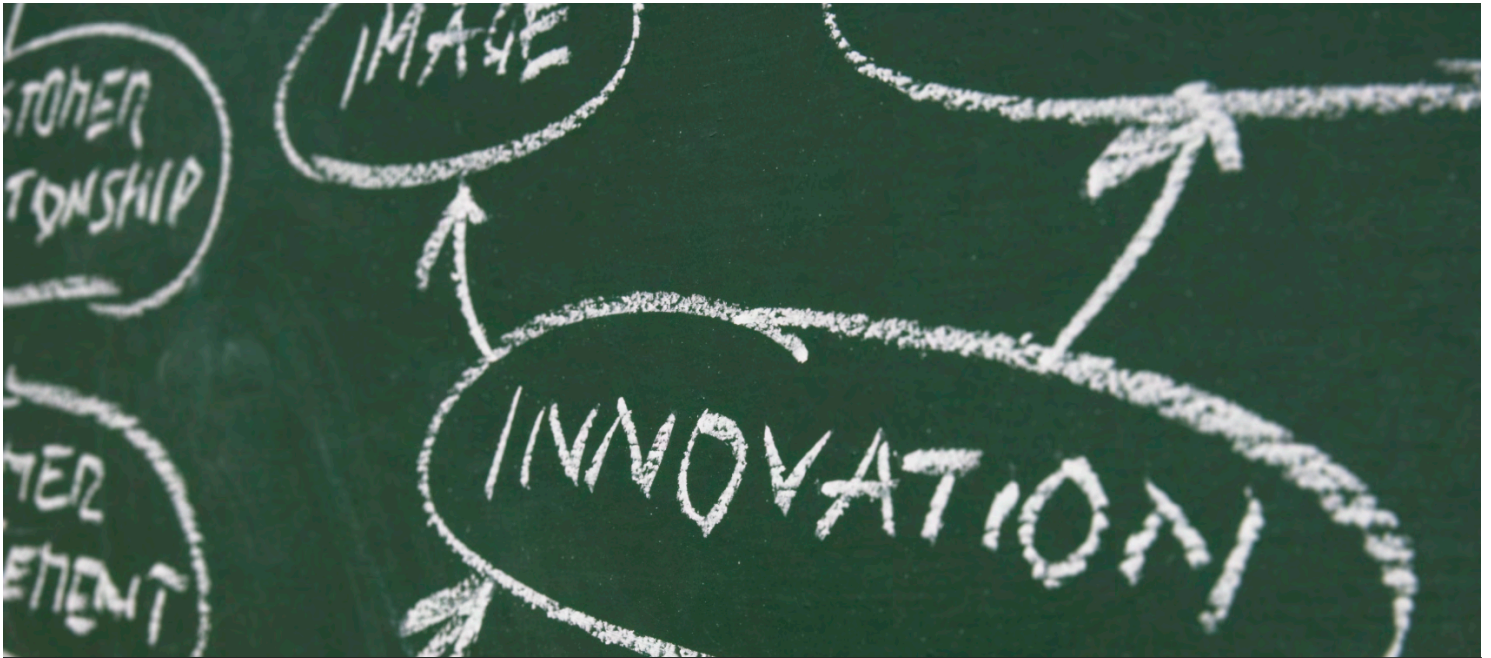
Two additional volumes in the MIE series are in progress for publication in 2014 and early 2015.

Journal of International Entrepreneurship

Four issues of the Journal of International Entrepreneurship were published in 2013.

The Journal of International Entrepreneurship (JIEN) publishes four annual issues on a quarterly basis. Each issue presents an editorial overview, written by Editor-in-Chief, Hamid Etemad, in addition to four competitive, research-based articles. The Journal’s in-process pipeline has expanded and is richer than ever. This means publications have become more comprehensive and feature higher intellectual content. Overall, the Journal is healthy and fulfilling its mandate.





ie-scholars would not be possible without the involvement of individuals and institutions around the globe

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