

**Research on International Entrepreneurship**

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**1. OBJECTIVES**

This course is designed to expose students to a broad foundation in past and current research on international entrepreneurship (IE) which is at the intersection of International Business and Entrepreneurship. Students should be getting familiarised with the international entrepreneurship within the new ventures and SME management field as well as with usual research methods and techniques in applied economics and business.

The main objective of this course is to provide students with a solid conceptual, methodological, and empirical understanding of international entrepreneurship. Hence, this course is aimed at helping students develop a critical appreciation for this phenomenon, theoretical frameworks, key methodologies, and current questions that animate the field.

The course covers some key research questions such as:

* What do we mean by early and/or fast internationalisation? How can we measure these concepts?
* Why do some new businesses or established SMEs grow internationally faster than others?
* What role do individual, organisational, network, and environmental factors play in explaining international entrepreneurship?
* How are characterized and how do international entrepreneurial ventures (international new ventures, born global firms, etc.) operate abroad?
* What are the past, current and future trends of research in this field?

**2. LEARNING OUTCOMES**

By the end of this course students should be able to:

* Show a critical understanding of the key concepts, measurements and determinants of entrepreneurial internationalisation.
* Identify, compare and evaluate different modes of early and rapid internationalisation.
* Review and critically evaluate academic literature about international entrepreneurship.
* Communicate the understanding of the details involved in the course, both orally and in writing.

**3. CONTENTS**

1. Course introduction and how to conduct a good literature review?
2. International entrepreneurship as a field of research: Key concepts and definitions
3. Conceptual and theoretical foundations of international entrepreneurship
4. Empirical (quantitative and qualitative) studies in international entrepreneurship

**4. TEACHING METHODOLOGY**

The course is primarily designed as a research seminar. An introductory explanation of the topic will be provided by the lecturer at the start of each session. The rest of the session will essentially evolve around the **presentation and discussion** of selected key papers or journal articles.

Each student will have to prepare in advance a presentation of an article previously assigned by the lecturer (see the Annex below). All presentations and oral expositions should summarise the paper and outline its strengths and weaknesses. The presentation of papers should cover the following aspects at least:

* Full reference details
* Research objectives and questions
* Theoretical framework/s and hypotheses/propositions (in empirical studies)
* Data, variables and methods (in empirical studies)
* Main results and implications
* Personal critical assessment (strengths and weaknesses of the paper)

After each presentation, a different student will provide a critical assessment of both the article and the presentation made by the presenter. Thus, each student will be assigned with a paper to be presented and will also act as a discussant for another assigned paper. The role of the discussant is to critically review the paper and provide constructive feedback on a classmate’s presentation, including areas in need of improvement. Both the presenter and the discussant should open up areas for discussion. Hence, there will be a general discussion after each individual presentation and discussion. Students are therefore expected to have a look at all papers ahead of the session and play an active role by participating in the discussion.

Students in groups 3 members will be also required to prepare and present an extended **essay** or working paper on a topic related to the course content (group-based project). This paper should be a good exploratory literature review (state-of-the-art) on a specific topic in the area of international entrepreneurship. The 6th session of the course (March 17th) will be devoted to group-based **preliminary presentation** of the work-in-progress contents. The **full paper** version should be due on April 14th (the last session of the course).

Additionally, there will be a short written **exam** in the final session of the course (April 14th). It will cover basic concepts about international entrepreneurship as a field of research addressed in the course.

**5. ASSESSMENT CRITERIA**

Course grade will be based on the following criteria:

* Extended essay/working paper development and preliminary class presentation (40 points)
* Article presentation, discussion and participation (40 points)
* Written exam (20 points)

Thus, the **essay**/working paper, which will account for 40 per cent of the final grade, should provide clear understanding of the key elements of the topic, deepness of the analysis, clarity and consistency. The following are some suggested (broad) topics for this paper: internationally fast-growing firms; speed in internationalization; individual, firm, networks or environmental factors influencing IE; key conceptual frameworks in IE research; born globals/INVs internationalization determinants and performance; international entrepreneurial orientation; international opportunity research; effectuation and IE; qualitative and/or case-based research in IE; international entrepreneurship in/from emerging economies; institutional environment and SME internationalisation; Internet-enabled internationalization; IE research in special issues in academic journals; etc. Students can suggest a variant on any of these topics or their own topic. In any case, the topic will be decided jointly with the approval of the lecturer.

Individual **presentation and discussion** of articles, together with class participation, will account for 40 per cent of the final grade. As explained in the previous section, each student will have to present a summary and assessment of a journal article, and act as a discussant for another paper presented by a classmate. Participation means doing the reading, coming to class prepared, and being an active contributor to general discussions.

The written **exam** will account for 20 per cent of the final grade. This short exam will include questions to assess the students’ foundation knowledge in the area of international entrepreneurship and their ability to evaluate research studies in this field.

**6. SCHEDULE AND READINGS**

**1st Session: Course introduction and how to conduct a good literature review?** No assigned readings to be presented in class.

**2nd Session: Literature reviews in the international entrepreneurship field**

1. Rialp, A., Rialp, J. & Knight, G.A. (2005): “The Phenomenon of Early Internationalizing Firms: What Do We Know After a Decade (1993-2003) of Scientific Inquiry?”. *International Business Review*, 14 (2): 147-166.
2. Keupp, M.M. and Gassmann, O. (2009): “The past and the future of international entrepreneurship: A review and suggestions for developing the field,” *Journal of Management,* 35 (3), 600–633.
3. Peiris, IK, Akoorie, M.E.M. and Sinha, P. (2012): “International entrepreneurship: A critical analysis of studies in the past two decades and future directions for research,” *Journal of International Entrepreneurship*,10, 279–234.

**3rd Session: International entrepreneurship as a field of research: Key concepts and definitions, methodologies and lines of research.**

1. Zahra, S. & George, G. (2005): “International Entrepreneurship: The Current Status of the Field and Future Research Agenda”. In Michael A. Hitt et al. (eds.) *Strategic Entrepreneurship: Creating a New Mindset*. Oxford: Blackwell (pp. 255-288).
2. Coviello, N.E. and Jones, M.V. (2004): “Methodological issues in international entrepreneurship research,” *Journal of Business Venturing*, 19 (4), 485–508.
3. Jones, M.V.; Coviello, N. & Tang, Y.K. (2011): “International Entrepreneurship Research (1989-2009): A Domain Ontology and Thematic Analysis”. *Journal of Business Venturing*, 26: 632–659.

**4th Session: Conceptual and theoretical foundations of international entrepreneurship.**

1. Oviatt, B.M. & McDougall, P.P. (1994): “Toward a Theory of International New Ventures”. *Journal of International Business Studies*, 25(1): 45-64.
2. Oviatt, B.M. & McDougall, P.P. (2005): “Defining International Entrepreneurship and Modelling the Speed of Internationalization”. *Entrepreneurship Theory and Practice*, 29 (5): 537-553.
3. Weerawardena, J. et al (2007): “Conceptualizing Accelerated Internationalization in the Born Global Firm: a Dynamic Capabilities Perspective”. *Journal of World Business*, 42: 294-306.

**5th Session: Empirical (quantitative and qualitative) studies in international entrepreneurship.**

1. Zahra, S.A., Ireland, R.D., & Hitt, M.A. (2000): “International Expansion by New Venture Firms: International Diversity, Mode of Market Entry, Technological Learning, and Performance”. *Academy of Management Journal*, 43 (5): 925-950.
2. Knight, G.A. & Cavusgil, S.T. (2004): “Innovation, organizational capabilities, and the born global firm”. *Journal of International Business Studies*, 35: 124-141.
3. Rialp, A., Rialp, J., Urbano, D. & Vaillant, Y. (2005): “The Born Global Phenomenon: A Comparative Case Study Research”. *Journal of International Entrepreneurship*, 3: 133-171.
4. Trudgen, R. & Freeman, S. (2014): “Measuring thye Performance of Born-Global Firms Throughout Their Development Process: The Roles of Initial Market Selection and Internationalisation Speed”. *Management International Review*, 54: 551-579.

**6th Session:**

Group-based essays preliminary presentations and instructor/classmates’ feedback.

**7th Session:**

Written exam and full paper submission.

**RELATED BOOKS**

Audretsch, D.B. (ed.) (2003): *SMEs in the Age of Globalization*. Series no.13. UK: Edward-Elgar Publishing.

Dana, L.-P. (ed.) (2004): *Handbook of Research on International Entrepreneurship*. UK: Edward-Elgar.

Etemad, H. & Wright, R. (eds.) (2003): *Globalization and Entrepreneurship*. UK: Edward-Elgar.

Fernhaber, S.A. & Prashantham, S. (eds.) (2015): *The Routledge Companion to International Entrepreneurship*. UK: Routledge.

Gabrielsson, M. & Manek Kirpalani, V.H. (eds.) (2012): *Handbook of Research on Born Globals*. Cheltenham: Edward-Elgar.

Hisrich, R.D. (2013): *International Entrepreneurship* (2nd edition). Thousand Oaks: Sage.

Jones, M.V. & Dimitratos, P. (eds.) (2004). *Emerging Paradigms in International Entrepreneurship*. UK: Edward-Elgar Publishing.

McNaughton, R.B. & Bell, J.D. (eds.) (2009): *Entrepreneurship and Globalization* (5 Volume Set). London: Sage Publications, Ltd.

Nummela, N. (ed.) (2011): *International growth of Small and Medium Enterprises*. NY: Routledge.

Oviatt, B.M. & McDougall, P.P. (eds.) (2007): *International Entrepreneurship*. Cheltenham, UK: Edward-Elgar

Rialp, A. & Rialp, J. (2007) (eds.): *International Marketing Research. Opportunities and Challenges for the XXIst Century*. Advances in International Marketing, 17. Amsterdam: Elsevier/JAI.

Zucchella, A. & Scabini, P. (2007): *International Entrepreneurship: Theoretical Foundations and Practices*. NY: Palgrave Macmillan.

**ANNEX**

***ANALYSIS, PRESENTATION AND DISCUSSION OF SELECTED READINGS (ARTICLES/PAPERS)***

For each scheduled session, every participant will have to develop an analytic summary (in a power point presentation format) to be orally exposed in class of one of the proposed readings –scientific articles- regarding a specific topic presented in the contents of this subject. The estimated length of each presentation will be 20 minutes approximately and its content can, though not necessarily, follow the following scheme (actually more adapted for empirical papers than for purely conceptual papers and/or surveys of literature):

*Full bibliographic reference*: author/s, publication year, work title and source of publication (journal name, volume, issue and pages).

*Objectives of the paper:* key research questions and/or objectives that motivate this particular paper and the extent to which it is originally different from previous works.

*Theoretical framework*: to indicate the theoretical base of the paper, which research streams, theories and/or conceptual approaches analyze or have analyzed this topic earlier and the extent to which the author/s provide a more or less comprehensive theoretical framework.

*Model, assumptions and research hypotheses*: which are the theoretical concepts (constructs) to be analyzed and their mutual relationships, as well as the arguments being provided to sustain the main hypotheses (both explicit and/or implicit ones) being proposed.

*Methodology*: variables being used to make the theoretical concepts operative, the research techniques being applied, as well as info on data sources, judging their validity and reliability, their possible limitations or alternatives (if they exist). Take into account that conceptual papers and/or surveys of literature also allow for their accurate methodological assessment.

*Results, conclusions and implications*: a summary of the key results and/or theoretical or empirical contributions of the paper, indicating the extent to which the paper’s objectives are reached, and also the potential implications for academics, managers and/or policy-makers derived from it. It is especially relevant to indicate the limitations of the research work, its possible extensions, as well as its implications for further research in the field.

*Key references:* a brief selection of the most relevant references being cited in the paper by the author/s.

*Critical assessment:* identification of the strengths and weaknesses of the paper as well as any areas that may have been left out or handled in a biased way.

Such a presentation will be complemented by a critical assessment to be performed in the same session by a specifically designated commentator (discussant) for each reading -who will have also read and analyzed the same paper carefully in advance- and will be a base for a general discussion in class.

The specific role of the commentator (discussant) is, by means of his/her own reading, analysis and understanding of the paper to be discussed, to develop a general and critical assessment of the reading just presented by his/her classmate. Such a critical assessment of the paper developed by the discussant should indicate, at least, the exact relevance of the examined work, how it has been designed and performed (theoretical soundness and methodological adequacy and also the extent to which the objectives of the research have been fulfilled by the author/s). The discussant should also stand out the key contributions of the examined paper. Possible paradoxes, contradictions and/or similarities with other similar works and/or research lines in the same research field or in a related one could be also detected. Of course, several discussion issues to debate regarding the presented research topic and how it can be developed further can be also suggested. In addition, to which extent has this paper impacted the current literature within the discipline? Has it become a relevant reference after its publication? Who else has cited this paper and for what reason? (citation analysis using main bibliographic databases such as ISI Web of Knowledge, Scopus, or even Google Scholar is recommended). This discussion task can be supported by a short power-point presentation, if convenient.

The following table presents **students’ assignments to the selected readings**. For each reading, one student will act as a presenter and another one will be the discussant. The two students assigned to each reading in the table below will have to prepare separately their own complete analytic summary and critical assessment of the indicated reading.Please note that the presenter should submit a separate power point file to the lecturer by e-mail at least one day before his/her presentation.

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| --- | --- | --- | --- |
| **Date** | **Reading** | **Presenter** | **Discussant** |
| Session 2 | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| Session 3 | 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| Session 4 | 7 |  |  |
| 8 |  |  |
| 9 |  |  |
| Session 5 | 10 |  |  |
| 11 |  |  |
| 12 |  |  |
| 13 |  |  |