## International Entrepreneurship

#### Antonella Zucchella

Full Professor, Department of Economics and Management, University of Pavia, Italy

#### **Birgit Hagen**

Assistant Professor, Department of Economics and Management, University of Pavia, Italy

#### Manuel G. Serapio

Associate Professor of International Business and Entrepreneurship, Business School, University of Colorado, Denver, USA



Cheltenham, UK • Northampton, MA, USA

# Full contents

Foreword by Patricia McDougall-Covin

#### 1 Setting the field

- 1.1 International entrepreneurship: what, who, why
- 1.2 Theory perspectives
- 1.3 The environment of international entrepreneurship: across countries and cultures
  - 1.3.1 The environment or the entrepreneur?
  - 1.3.2 A new and changed economic landscape for IE
  - 1.3.3 The role of technology
  - 1.3.4 Exploiting opportunities of globalization
  - 1.3.5 Political-legal institutions conform
  - 1.3.6 IE across industry environments
  - 1.3.7 A new breed of entrepreneurs
- 1.4 IE and comparative entrepreneurship
  - 1.4.1 Comparative entrepreneurship
  - 1.4.2 Comparative international entrepreneurship entrepreneurial internationalization across different countries
- 1.5 Beyond for-profit entrepreneurship: international social entrepreneurship

Case study: Ofo and the sharing economy: is bike ride sharing the next international entrepreneurial opportunity? Chapter references

### 2 International entrepreneurial organizations: characteristics and typologies

- 2.1 The characteristics of international entrepreneurial organizations (IEO): what do they have in common?
- 2.2 The different typologies of IEOs: international new ventures and born global firms
- 2.3 The different typologies of IEOs beyond international new ventures and born global firms
- 2.4 International social entrepreneurship

	Case	study: N	Nokero: growing an international social enterprise	58		
	Chapter references					
3	Sensing, seizing and transforming international					
	entrepreneurial opportunities					
	3.1	IE as a	process of sensing, seizing and transforming			
		opportu	unities across borders	67		
	3.2	What is	s an opportunity?	68		
	3.3	11				
		perspec	ctives	69		
		3.3.1	Discovered opportunities	70		
		3.3.2	Created opportunities	72		
	3.4	Discov	ered versus created opportunities: practice			
		perspec	ctives and selected examples	73		
	3.5	Opportunities in an international entrepreneurial context		74		
	3.6	Dynamic capabilities: sensing, seizing and transforming				
		opport	unities	76		
		3.6.1	Sensing	76		
		3.6.2	Seizing	79		
		3.6.3	Transforming	80		
	3.7	Causat	ion and effectuation in international entrepreneurial			
		opport	unity identification	81		
		3.7.1	Causation	83		
		3.7.2	Effectuation	84		
	Case study: Wonderbly: sensing, seizing and transforming an					
	inter	international entrepreneurial opportunity				
	Cha	pter refe	rences	93		
4	Processes of building and managing the international					
		ntrepreneurial firm				
	4.1		ling and sustaining competitive advantage			
	4.2	Choosing the right people and governance		99		
		4.2.1	Entrepreneurs and their teams	99		
			Alternative governance models	103		
	4.3	International entrepreneurial finance		106		
		4.3.1	Debt versus venture capital	106		
		4.3.2	Equity financing	108		
		4.3.3	Non-traditional channels for new venture financing	110		
		4.3.4	Funding considerations and entrepreneurial			
			internationalization	112		
		4.3.5	Supercell: leveraging funding for competitive			
			advantage	113		

	Case study: FacilityLive: tying venture finance with venture creation and growth					
	Chapter references					
5	International entrepreneurial entry: implementation processes					
	5.1	Aword	l on business models and the lean start up perspective	129		
	5.2	2 Selecting markets, customers and partners				
		5.2.1	"Born global" - multiple and distinct markets from			
			the beginning	135		
		5.2.2	Approaches to market and/or customer and partner			
			selection	136		
		5.2.3	The international expansion patterns – easy markets			
			first?	138		
		5.2.4	Steps in the market/customer segment selection			
			process	140		
	5.3	Market	5	144		
		5.3.1	Market entry: evolutionary perspective	144		
		5.3.2	Market entry: entrepreneurial perspective	146		
		5.3.3	Entry modes and international entrepreneurship	148		
	5.4	Entrepreneurial marketing as a key driver of entrepreneurial				
		internationalization				
	5.5	From childhood to maturity – managing long-term growth				
		5.5.1	What are the longer-term implications of early entry?	159		
		5.5.2	Conceptualizations and empirical analyses of growth			
			models	160		
		5.5.3	e	162		
		5.5.4	International growth patterns, post-entry dynamics			
			and their performance implications	166 167		
	Case study: Blueseed: if you build it, will they come?					
	Chapter references					
Inde	index					