



(Re)defining International Entrepreneurship: In Search for its Domain

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Enduring quest



➤ **Back to the past: 2004**

Re-discovering International Entrepreneurship from Behind the Façade of the 21st Century

Turcan (2003)

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Enduring quest

- **It continues 10 years on: 2014**
 - **What is the research domain of international entrepreneurship?**

Back to the past

- **2001**
 - **Started PhD on *De-internationalization of small high-technology ventures from international entrepreneurship perspective***
 - **Challenges**
 - **De-internationalization as a black-box**
 - **IE = IB + Ent**
 - **IB – mature field**
 - **Ent – emerging field**

Back to the past (cont'd)

> 2002

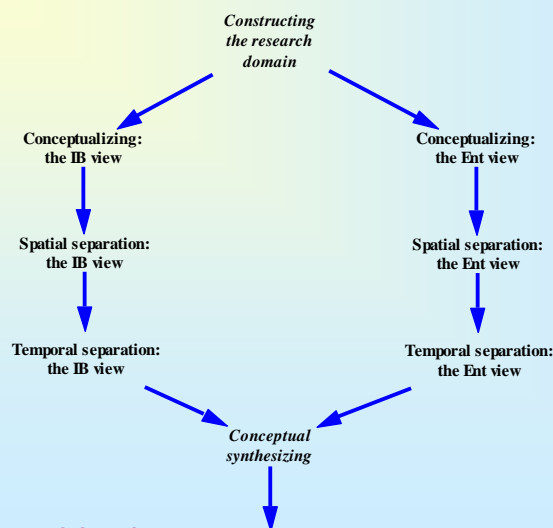
> How the intersection looks like

- > Coviello, N. and Jones, M. (2002) working paper on methodological issues in IE (later published in JBV 2004)
- > Key finding
 - > IE research is dominated by IB
 - > Out of 36 papers only 1 paper conceptualized the intersection: IB & Ent
 - > The other 35 conceptualized IE only from IB perspective
 - > Same conclusion reached recently by Keupp & Gassmann (2009)

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Back to the past (cont'd)

> 2003



Turcan (2006); Turcan et al. (2010)

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Back to the past (cont'd)

- > **2003**
 - > **A definition of IE emerged**
- > **2004**
 - > **Presented it at McGill**
- > **2012**
 - > **Presented it again at McGill**
- > **2014**
 - > **Another attempt**

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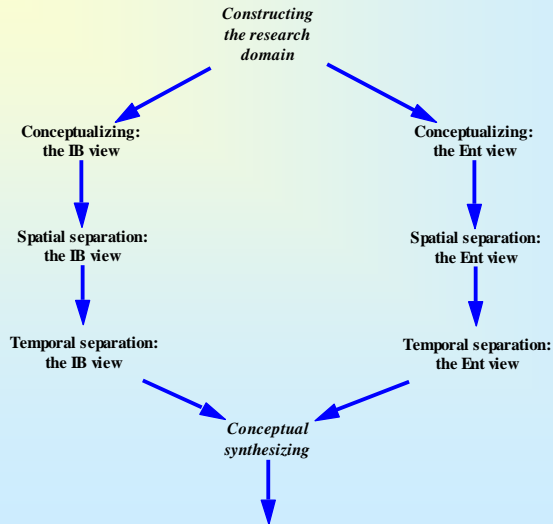
Research domain emerging

- > **2000 (McDougall & Oviatt)**
 - > **IE is a combination of innovative, proactive, and risk-seeking behaviour that crosses national borders and is intended to create value in organizations.**
- > **2003 (Turcan)**
 - > **IE is a process of discovering and exploiting international venture ideas that are intended to create new values in organizations and in the marketplace.**
- > **2005 (Oviatt & McDougall)**
 - > **IE is the discovery, enactment, evaluation, and exploitation of opportunities – across national borders – to create future goods and services.**
- > **2005 (Turcan)**
 - > **IE is the emergence of international venture ideas which are intended to create new values in organizations and in the marketplace**

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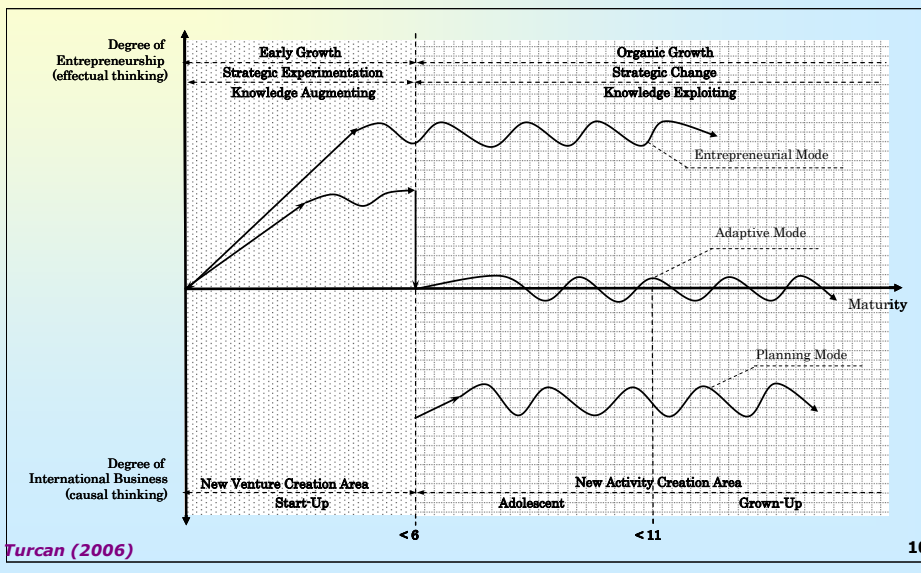
Research domain emerging (cont'd)

> Conceptualizing the intersection



Research domain emerging (cont'd)

> Conceptualizing the intersection: Maturity Scale (2003)



What about the intersection?

- **Is it IB + Ent?**
 - **How much we actually borrow from IB to inform IE?**
- **Is it Strategic Management & Ent?**
 - **Maybe SM could explain more behaviours of INVs**
- **Are there any other/more disciplines to borrow from?**
 - **E.g., 2014 ETP special issue on IE edited by McDougall-Covin, Jones and Serapio**
- **Are we in the wrong place at the right time?**
 - **Shall we revisit the intersection?**

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Advancing IE field

- **Conceptualize IE research in the IE emergent domain**
- **Experiment/Innovate with the intersection**
- **Debate the intersection**
- **Conduct cross-disciplinary research**
- **Borrow from these disciplines**
- **Move from description (story telling) to middle-range theorising**
- **Move beyond substantive areas and advance formal theories**

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Advancing IE field (cont'd)

- > **Dynamic capabilities**
 - > Turcan, RV & Juho, A 2014, 'What Happens To International New Ventures beyond Start-up: An Exploratory Study' Journal of International Entrepreneurship
- > **Legitimation**
 - > Turcan, RV 2013, 'International New Venture Legitimation: An exploratory study' Administrative Sciences, vol 3, no. 4, pp. 237-265
 - > Turcan, RV 2012, 'External legitimation in international new ventures: Toward the typology of captivity' International Journal of Entrepreneurship and Small Business, vol 15, no. 2, pp. 262-283
- > **Emerging markets**
 - > Turcan, RV & Fraser, NM 2012, 'The Emergence of an International New Software Venture from an Emerging Economy'. in M Cusumano, B Iyer & N Venkatraman (eds), Software Business: Third International Conference, ICSOB 2012,
 - > Turcan, RV 2013, 'Growth challenges in small manufacturing ventures from emerging economies: The evidence from Moldova'. in G Tesar & J Bodin (eds), Marketing management in geographically remote industrial clusters: Implications for business-to-consumer marketing. World Scientific Publishing Co Pte Ltd, pp. 387-404
- > **Theory building**
 - > Turcan, RV 2011, 'Toward a theory of international new venture survivability' Journal of International Entrepreneurship, vol 9, no. 3, pp. 213-232
 - > Dholakia, N & Turcan, RV 2014, Toward a Metatheory of Economic Bubbles: Socio-Political and Cultural Perspectives. Palgrave Macmillan, New York.

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Q&A

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