



Global entrepreneurship and innovation in management[☆]



Chih-Wen Wu^{a,*}, Kun-Huang Huarng^{b,*}

Department of Marketing, National Chung Hsing University, 250 Kuo Kuang Road, Taichung 402, Taiwan

Department of International Trade, Feng Chia University, 100 Wenhwa Road, Seatwen, Taichung 40724, Taiwan

ARTICLE INFO

Available online 17 December 2014

Keywords:
Innovation
Entrepreneurship
Management
fsQCA

ABSTRACT

The special issue discusses the global entrepreneurship and innovation with original perspectives and advanced knowledge. Entrepreneurship plays a critical role in creating value and in generating wealth and jobs. Firm entrepreneurship is a growing field of study under increasing attention over the decades. Innovation is important in that global economy seeks to maintain and improve competitive advantage. Both entrepreneurs and innovators introduce new inventions into productive activities. 2014 Global Entrepreneurship and Innovation in Management (2014 GEIM) Conference, on May 14–15, at the National Chung Hsing University, Taichung, Taiwan, aims to attract papers working on both fields in management. 2014 GEIM cooperates with Journal of Business Research to publish the best papers in a special issue on global entrepreneurship and innovation in management. After double-blind reviews and revisions, this special issue includes 28 papers and the editorial. These papers contribute to various perspectives of global entrepreneurship and innovation in different countries and industries.

© 2014 Elsevier Inc. All rights reserved.

1. Introduction

Entrepreneurship contributes to the quality and hopes of a sector, economy, or even a country (Ribeiro & Huarng, 2013). Entrepreneurs' role is crucial in creating new economic activities that help to create value (Huarng & Yu, 2011b), and to generate wealth and jobs (Avlonitis & Salavou, 2007; Huarng & Yu, 2011a; Ribeiro & Peris-Ortiz, 2011; Yu & Huarng, 2013). Firm entrepreneurship is a growing field of study under increasing attention over the last decades (Peterson & Berger, 1972; Shane & Venkataraman, 2000; Ribeiro & Peris-Ortiz, 2011). Entrepreneurship is present in large and stable organizations (Verheul, Uhlaner, & Thurik, 2005) and small and medium enterprises (Ashworth, 2012; Bettiol, Maria, & Finotto, 2012; Wu, 2013; Zortea-Johnston, Darroch, & Matear, 2012). Thus, entrepreneurship business form comprises entrepreneurial practices within organizations (Stevenson & Jarillo, 1990; Stopford & Baden-Fuller, 1994), franchising (Shane & Hoy, 1996), acquisition practices (Gartner, 1990), and opportunity recognition

(Renko, Shrader, & Simon, 2012). Entrepreneurship encourages competition in nowadays environment leading to globalization effects.

Innovation is crucial in the business world since global economy seeks to escape from a major recession period (Kim & Huarng, 2011). Accordingly, innovation is the closest single business activity to economic growth (Huarng, 2011; Wu, 2013). Both entrepreneurs and innovators should introduce new inventions into productive activity (Dibrell, Craig, & Hansen, 2011; Laforet, 2008; Mousa & Wales, 2012). Different studies cover various aspects of innovation. For example, Huarng (2010) discusses technology management and value creation. Parellada, Ribeiro, and Huarng (2011) and Wu (2011) explore service industries innovative future. Huarng (2013) applies innovation to entrepreneurship through a new business model. Organizations' innovation strategy is recently paramount due to its value for organizational adaptation and renewal as well as for competitive advantage (Kim & Huarng, 2011; Lewis, Welsh, Dehler, & Green, 2002; Parellada et al., 2011). Despite innovation being essential for organizations, it remains a controversial field in literature and no dominant theoretical perspective unites the streams of innovation research (Greve, 2003; Huarng, 2011).

The "International Conference on Global Entrepreneurship and Innovation in Management Conference" that the Journal of Business Research (JBR) sponsored took place on May 14th to 15th, 2014, in Taichung, Taiwan. From the original 68 presentations, 28 appear in this special issue of the JBR. The conference is very successful because it gathers scholars from all around the world to present their papers and obtain feedback from the session chair and reviewers. Researchers share empirical and case comparative researches relevant to global

[☆] The guest editors of this special issue thank the participants of the GEIM (global entrepreneurship and innovation in management) conference at the National Chung Hsing University, Taichung, Taiwan in May 14–15, 2014. We especially thank Arch G. Woodside, Editor in Chief of the Journal of Business Research for the opportunity to devote a workshop training program and approve the special issue to this hot research field of entrepreneurship and innovation and for his outstanding support and guidance. We also wish to thank all reviewers who have done a great reviewing job and provide authors with very constructive comments and suggestions for developing this special issue.

* Corresponding authors.

E-mail addresses: chihwwu@dragon.nchu.edu.tw (C.-W. Wu), khhuarng@mail.fcu.edu.tw (K.-H. Huarng).

entrepreneurship and innovation. Conference papers then go through a double-blind peer review process. The guest editors are proud to present these high-quality papers that provide relevant and rigorous insights into the critical issues of global entrepreneurship and innovation management.

Section 2 presents guest editors' review of these interesting papers. Section 3 summarizes this special issue and suggests some future research directions for global entrepreneurship and innovation in management.

2. Contributions to this special issue

Twenty-eight articles in this special issue analyze and explore different aspects of global entrepreneurship and innovation in management.

2.1. Configural theory and ICT development

Information and communications technology (ICT) industry development research is rapidly increasing. Huang analyzes configural theory for ICT development and explores many research method gaps in literature. This study applies fuzzy set/Qualitative Comparative Analysis (fsQCA) to model the problem with configural theory, model asymmetric data, and provide combinations of causes for the problem. This study also compares both methods' predictive validities and shows that fsQCA outperforms MRA. Finally, the study proposes future advanced research regarding methodological and theoretical issues.

2.2. Foreign tourists' visit intentions in leisure farm

Wu uses structural equation modeling (SEM) and fsQCA approach to explain foreign tourists' visit intention in leisure farm. This study validates marketing model empirically since the model applies to leisure farm as a precursor to foreign visitors. Empirical results show that brand image, functional attachment, motivation, experiential activities, and agriculture product attitude especially affect visit intention. The theoretical and managerial implications become a strategic goal and a long-term profitability source for leisure farm entrepreneurs when making marketing decisions.

2.3. Herd behavior and idiosyncratic volatility

Huang, Lin, and Yang examine idiosyncratic volatility effect on investment behavior of market participants in Taiwan equity market through cross-sectional standard deviation method (CSSD) and cross-sectional absolute deviation (CSAD) of returns method. This study reveals herd behavior existence in this equity market and shows different patterns under various portfolios sorting by idiosyncratic volatility, especially during the 2007–2008 financial crisis, under portfolios with larger idiosyncratic volatility.

2.4. Urban eco-land performance assessment model

Wu, Cheng, and Cheng explore the theory of planned behavior (TPB) to predict government employees' behavior. This research explores behavioral intentions and attitudes to identify the factors influencing behavior. This study uses partial least square (PLS) statistical analysis to develop a new eco-land performance assessment model. Findings reveal that government employees' attitudes/subjective norms influence behavioral intentions and some external variables also affect behavioral intentions. The study also discusses implications for managers, policy makers, and future researchers.

2.5. Persuasive messages, popularity cohesion, and message diffusion

Deciding to use social media is a difficult process for marketing managers that requires an efficient marketing method. Sharing messages

through social media can quickly propagate those messages. Chang, Yu, and Lu investigate how to persuade internet users to encourage marketing communication through social media. The research model takes elaboration likelihood mode (ELM) and SEM method as a basis by surveying 392 fans of a page on Facebook. Findings suggest that persuasive messages are crucial to communicate a message. Different message characteristics and user groups have different communicating behaviors. This research provides valuable recommendations for social media marketing activities.

2.6. Red herring effect and healthcare expenditure

Yu, Wang, and Wu propose and reexamine red herring effect variations on healthcare expenditures in Taiwan over 2005–2009 through quantile regression analysis. Results indicate that population aging estimates decrease from positive to negative along quantiles for the whole sample and become insignificant across most quantiles for the subsample of people aged 65 and over. For whole sample and subsample of people aged 65 and over, proximity-to-death coefficients are significantly positive in most quantiles. The new empirical evidence from this study provides a complete overview of the red herring effect on healthcare expenditures.

2.7. Patent litigation complaints: A contingent information and rivalry based view

Patent litigation is a common business topic but scholars devote little attention to the importance of managing business legal dimensions. Chen, Ni, Liu, and Teng use a contingency perspective of information and rivalry-based theories to explore conditions such as asymmetric information, competitive rivalry in a strategic group, and market positions. Such conditions show how to react to patent litigation complaints in practice through an experimental design method to develop scenarios for SMEs' top executives. Results show that a theoretical framework of asymmetric information, competitive rivalry in a strategic group, and market positions affect a firm's reactive patent litigation strategy.

2.8. European business incubator centers (EBICs) and entrepreneurial survival

In this paper, Mas-Verdú, Ribeiro-Soriano, and Roig-Tierno analyze European Business and Innovation Centers (EBICs). Especially, they focus business incubators' effect on entrepreneurial survival through fsQCA. This study examines firm survival's effect on business innovation, size, activity sector, and export activity. The main finding is that firms of a certain size regarding productive structure must have some of these characteristics: Technology-based, productive focus on goods (rather than on services), or be within EBICs.

2.9. Global mindset and the internationalization

Felício, Caldeirinha, and Ribeiro-Navarrete analyze individual and corporate global mindset's effect on the internationalization of small and medium-sized European firms through factor analysis and structural equation modeling from a sample of 288 small and medium-sized firms. Results indicate relationships' importance: Global mindset positively and significantly affects companies' internationalization. The research model recognizes the significant effect of cultural and economic contexts. Findings contribute significantly to management literature.

2.10. Organizational unlearning, innovation, and performance

Innovation is crucial for the creation and sustaining of a firm's competitive advantage. Leal-Rodríguez, Eldridge, Roldán, Leal-Millán, and Ortega-Gutiérrez explore this issue by analyzing the relationships between firms' innovation outcomes, overall performance,

Download English Version:

<https://daneshyari.com/en/article/1017070>

Download Persian Version:

<https://daneshyari.com/article/1017070>

[Daneshyari.com](https://daneshyari.com)