



Call for Chapters

Toward Entrepreneurial Internationalisation in Emerging Markets: Contexts, Behaviours, and Successful Entry

Edited book to be published by Routledge.

Editors: **Vahid Jafari-Sadeghi, Léo-Paul Dana**

Proposal (max 300 words) deadline: 5th February 2021

Full chapter deadline: 30th June 2021

Expected publication: End of 2021

Background

In a constantly evolving international business context, economies can play a crucial role in the promotion and support of firms looking for expanding their market globally (Dana, 2017; Jafari Sadeghi *et al.*, 2018; Jafari-Sadeghi *et al.*, 2020; Menzies, Orr and Paul, 2020). As such, internationalisation, considered as among the most challenging strategies, can provide an opportunity for entrepreneurial Small and Medium-Sized Enterprises (SMEs) to seek for performance and growth (Fernández and Nieto, 2005; Dana and Wright, 2009; Dimitratos *et al.*, 2016; Jafari Sadeghi and Biancone, 2018). In this vein, although international business literature has prominently focused on developed countries, the contribution emerging markets (EMs) has become as increasingly important contenders on the global scene (Dana, Hamilton and Wick, 2009; Sun, Wang and Luo, 2018; Jafari-Sadeghi, Kimiagari and Biancone, 2020; Rezaei, Jafari-Sadeghi and Bresciani, 2020). This led to increasing interest among scholars to explore international entrepreneurship in emerging markets (Knight and Cavusgil, 2004; Dana and Wright, 2009; Dana, 2017; Jafari Sadeghi *et al.*, 2019).

Emerging markets are known as growing fast economies, in which they provide an opportunity for SMEs to operate (Filatotchev *et al.*, 2009; Sandberg, Sui and Baum, 2019; Wu and Deng, 2020); however, little is explored about determinants leading to the successful firm internationalisation from emerging markets, which characterised to be different in the competitive, economic, sociocultural, and political environment from those in developed economies (Dana, 2001; Jafari Sadeghi *et al.*, 2017; Uner, Cetin and Cavusgil, 2020). Therefore, entrepreneurial firms, SMEs in particular, can take advantage of the context unique characteristics of emerging markets to successfully operate and grow not only in domestic but also in international markets (Cooper *et al.*, 2020).

Objective

This book aims to provide a comprehensive understanding of international entrepreneurship in emerging markets. This is a collection of prominent chapters focus on entrepreneurial activities in SMEs. Chapters are expected to be context-based and each supposed to analyse a specific dimension of international entrepreneurship in a country belong to emerging markets. Chapters are clustered into two categories “Emerging Markets as Hosting Context for International Entrepreneurship” referring to SME internationalisation from EMs as well as “Emerging Markets as Destination for International Entrepreneurship” reflecting SME internationalisation to EMs. The book includes research chapters employed a wide range of theories such as institution theory, resource-based view, etc. This book is essential reading for researchers, scholars, and practitioners (international managers and entrepreneurs) who are seeking international entrepreneurial activities related to emerging markets.

Recommended Topics

The focus of this book is to offer new insights into the role that international entrepreneurship practices can play in emerging markets. We encourage conceptual and empirical papers using a diverse range of methods (either qualitative or quantitative) that address areas such as the indicative themes outlined below but are not limited to, the following themes:

Theme 1: International Entrepreneurial Behaviour in Emerging Markets

- International entrepreneurial orientation
- International entrepreneurial decision-making and vision
- Motivations toward international entrepreneurship
- Gender differences and female entrepreneurs
- International experience and network

Theme 2: Entry modes to Emerging Markets

- Direct exports from and to emerging markets
- Foreign direct investment
- Collaborative entry modes such as joint-ventures and subsidiaries
- Market expansion of born-global SMEs
- International marketing knowledge transfer of emerging markets SMEs.

Theme 3: Institutional Characteristics and Internationalisation from/to Emerging Markets

- Socio-cultural environment
- Normative and cognitive pillars
- Regulatory, legal and political frameworks
- Economic environment
- Technology advancement and transformation

Inter- and multi-disciplinary research are particularly welcome.

Submission Guidelines

Chapters should be clear on the methodological approaches used for studying international entrepreneurship. We are particularly interested in theory development chapters as well as chapters that offer speculative research on international entrepreneurial aspects that have not been adequately explored in emerging markets. All submissions are subject to the standard double-blind review process. Manuscripts must be original, unpublished works not concurrently under review for publication at another outlet and are expected to follow the standard formatting guidelines for the journal.

Manuscripts are required to be written in **British English** and maximum **8000 words** length, with **APA** referencing.

Please send the book chapter proposals and/or manuscript to any of the editors:

Vahid Jafari-Sadeghi, Coventry University (UK), Vahid.Jafari-Sadeghi@coventry.ac.uk
Léo-Paul Dana, Dalhousie University (Canada), lp762359@dal.ca

References

- Cooper, S. C. *et al.* (2020) 'Extending the Resource and Knowledge Based View: Insights from New Contexts of Analysis', *Journal of Business Research*. Available at: <https://www.journals.elsevier.com/journal-of-business-research/call-for-papers/extending-the-resource-and-knowledge-based-view> (Accessed: 17 November 2020).
- Dana, L.-P. (2001) 'Networks, Internationalization & Policy', *Small Business Economics*, 16(2), pp. 57–62. doi: 10.1023/A:1011199116576.
- Dana, L.-P. (2017) 'International entrepreneurship research: how it evolved and directions for the future', *International Journal of Entrepreneurship and Small Business*, 30(4), pp. 477–489.
- Dana, L.-P., Hamilton, R. T. and Wick, K. (2009) 'Deciding to export: An exploratory study of Singaporean entrepreneurs', *Journal of International Entrepreneurship*, 7(2), pp. 79–87. doi: 10.1007/s10843-008-0032-8.
- Dana, L.-P. and Wright, R. W. (2009) 'International entrepreneurship: research priorities for the future', *International Journal of Globalisation and Small Business*, 3(1), pp. 90–134. doi: 10.1504/IJGSB.2009.021572.
- Dimitratos, P. *et al.* (2016) 'SME internationalization: How does the opportunity-based international entrepreneurial culture matter?', *International Business Review*, 25(6), pp. 1211–1222. doi: 10.1016/j.ibusrev.2016.03.006.
- Fernández, Z. and Nieto, M. J. (2005) 'Internationalization Strategy of Small and Medium-Sized Family Businesses: Some Influential Factors', *Family Business Review*, 18(1), pp. 77–89. doi: 10.1111/j.1741-6248.2005.00031.x.
- Filatotchev, I. *et al.* (2009) 'The export orientation and export performance of high-technology SMEs in emerging markets: The effects of knowledge transfer by returnee entrepreneurs', *Journal of International Business Studies*, 40(6), pp. 1005–1021. doi: 10.1057/jibs.2008.105.
- Jafari Sadeghi, V. *et al.* (2017) 'Export Compliance: A Missing Component of International

- Entrepreneurship', *International Journal of Business and Management*, 12(11), pp. 103–110. doi: 10.5539/ijbm.v12n11p103.
- Jafari Sadeghi, V. and Biancone, P. Pietro (2018) 'How micro, small and medium-sized enterprises are driven outward the superior international trade performance? A multidimensional study on Italian food sector', *Research in International Business and Finance*. Elsevier, 45(October 2018), pp. 597–606. doi: 10.1016/j.ribaf.2017.07.136.
- Jafari Sadeghi, V. *et al.* (2018) 'How does export compliance influence the internationalization of firms: is it a thread or an opportunity?', *Journal of Global Entrepreneurship Research*. 8(1), p. 3. doi: 10.1186/s40497-018-0089-3.
- Jafari Sadeghi, V. *et al.* (2019) 'An institution-based view of international entrepreneurship: A comparison of context-based and universal determinants in developing and economically advanced countries', *International Business Review*. Elsevier, 28(6), p. 101588. doi: 10.1016/j.ibusrev.2019.101588.
- Jafari-Sadeghi, V. *et al.* (2020) 'Home Country Institutional Context and Entrepreneurial Internationalization: The Significance of Human Capital Attributes', *Journal of International Entrepreneurship*, 18(2020), pp. 165–195. doi: 10.1007/s10843-019-00264-1.
- Jafari-Sadeghi, V., Kimiagari, S. and Biancone, P. Pietro (2020) 'Level of Education and Knowledge, Foresight Competency, and International Entrepreneurship: A Study of Human Capital Determinants in the European Countries', *European Business Review*, 32(1), pp. 46–68. doi: 10.1108/EBR-05-2018-0098.
- Knight, G. A. and Cavusgil, T. S. (2004) 'Innovation, organizational capabilities, and the born-global firm', *Journal of International Business Studies*, 35(2), pp. 124–141. doi: 10.1057/palgrave.jibs.8400071.
- Menzies, J., Orr, S. and Paul, J. (2020) 'SME internationalisation: The relationship between social capital and entry mode', *Management International Review*. 60(4), pp. 623–650.
- Rezaei, M., Jafari-Sadeghi, V. and Bresciani, S. (2020) 'What Drives the Process of Knowledge Management in a Cross-Cultural Setting: The Impact of Social Capital', *European Business Review*, 32(3), pp. 485–511. doi: 10.1108/EBR-06-2019-0127.
- Sandberg, S., Sui, S. and Baum, M. (2019) 'Effects of prior market experiences and firm-specific resources on developed economy SMEs' export exit from emerging markets: Complementary or compensatory?', *Journal of Business Research*. 98(October 2018), pp. 489–502. doi: 10.1016/j.jbusres.2018.10.014.
- Sun, J., Wang, S. L. and Luo, Y. (2018) 'Strategic entry or strategic exit? International presence by emerging economy enterprises', *International Business Review*. 27(2), pp. 418–430. doi: 10.1016/j.ibusrev.2017.09.009.
- Uner, M. M., Cetin, B. and Cavusgil, S. T. (2020) 'On the internationalization of Turkish hospital chains: A dynamic capabilities perspective', *International Business Review*. 29(3), p. 101693. doi: 10.1016/j.ibusrev.2020.101693.
- Wu, B. and Deng, P. (2020) 'Internationalization of SMEs from emerging markets: An institutional escape perspective', *Journal of Business Research*. 108(July 2018), pp. 337–350. doi: 10.1016/j.jbusres.2019.10.037.

