# Table of Contents

Preface ................................................................................................................................................ xxii

Acknowledgment ................................................................................................................................... xxix

Section 1
Internationalization of Entrepreneurial Innovation: Macroeconomic Studies, Public Policies, and Culture

Chapter 1
Entrepreneurship and National Culture: How Cultural Differences among Countries Explain Entrepreneurial Activity .......................................................................................................................... 1
José Guilherme Leitão Dantas, Polytechnic Institute of Leiria, Portugal
António Carrizo Moreira, University of Aveiro, Portugal
Fernando Manuel Valente, Polytechnic Institute of Setúbal, Portugal

Chapter 2
Innovation Policies and Barriers to Innovation: An Analysis in Extremadura (Spain) ....................... 29
Beatriz Corchuelo, University of Extremadura, Spain
Francisco J. Mesías, University of Extremadura, Spain

Chapter 3
Opening the Black Box of the Venture Capital-Entrepreneur Relationship: Evidence from a Process Study ........................................................................................................................................ 49
Olimpia Meglio, University of Sannio, Italy
Matteo Rossi, University of Sannio, Italy
Arturo Capasso, University of Sannio, Italy

Chapter 4
New Product Development and the Challenges of Internationalization ............................................. 65
António Carrizo Moreira, University of Aveiro, Portugal
Pedro Miguel Freitas da Silva, University of Aveiro, Portugal
Chapter 5
Obstacles to Portuguese Immigrant Entrepreneurship in Andorra

Judite do Rosário Ferreira Coelho, University of Porto, Portugal
Maria Ortelinda Barros Gonçalves, University of Porto, Portugal
Paula Cristina Almeida Cadima Remoalda, University of Minho, Portugal

Section 2
Internationalization of Entrepreneurial Innovation: Sector Studies

Chapter 6
Potential of Tourism Sector in Italy as a Means of Entrepreneurship and Growth for Italian Companies

Elisa Giacosa, University of Turin, Italy
Guido Giovando, University of Turin, Italy

Chapter 7
Innovation in Healthcare Organizations: Empirical Evidence from Portugal

Orlando Lima Rua, Polytechnic of Porto, Portugal
Maria João Correia, Polytechnic of Porto, Portugal

Chapter 8
Innovation in the Indian Banking Industry: An Exploration of the Evolution, Motivations, and Effects

Soniya Billore, Linnaeus University, Sweden
Gautam Billore, Punjab National Bank, India

Chapter 9
Exploring Entrepreneurship and Innovation Scenarios in a Portuguese Hospitality Group

Luísa Cagica Carvalho, Universidade Aberta, Portugal, & CEFAGE, Universidade de Évora, Portugal

Chapter 10
Start-Ups and Spin-Offs in Biotechnology Sector in Poland: Business Models Analysis

Anna Białek-Jaworska, University of Warsaw, Poland
Renata Gabryelczyk, University of Warsaw, Poland

Section 3
Internationalization and Social Innovation in the Public Sector and NGOs

Chapter 11
Comparison of Internationalization Degree of Public Higher Education Institutions in Portugal and Spain

Marina Amorim de Sousa, Instituto Politécnico do Porto, Portugal
Tomás Bañegil Palacios, Universidad de Extremadura, Spain
Beatriz Corchuelo Martínez-Azúa, Universidad de Extremadura, Spain
Chapter 12
Internationalization of Polish Higher Education within Knowledge Transfer and Innovation .......... 247
   Agnieszka Barcik, University of Bielsko-Biała, Poland
   Piotr Dziwiński, University of Bielsko-Biała, Poland

Chapter 13
Understanding Social Innovation in the Context of Social Enterprises ....................................... 272
   Irci de Souza João, University of São Paulo, Brazil
   Simone V. R. Galina, University of São Paulo, Brazil

Chapter 14
Innovation in Higher Education: The Experience of Socially Responsible Universities .................. 296
   Dolores Gallardo-Vázquez, University of Extremadura, Spain
   M. Isabel Sánchez-Hernández, University of Extremadura, Spain
   M. Luisa Pajuelo- Moreno, University of Sevilla, Spain

Chapter 15
Innovation through Corporate Social Responsibility: Insights from Spain and Poland .................. 313
   M. Isabel Sánchez-Hernández, University of Extremadura, Spain
   Dolores Gallardo-Vázquez, University of Extremadura, Spain
   Piotr Dziwinski, University of Bielsko-Biała, Poland
   Agnieszka Barcik, University of Bielsko-Biała, Poland

Section 4
Internationalization, Entrepreneurship, and Innovation in Family Businesses and SMEs

Chapter 16
R&D Activities in Family Firms ........................................................................................................ 330
   Inna Sousa Paiva, Lusófona University of Humanities and Technology, Portugal
   Isabel Costa Lourenço, Lisbon University Institute (ISCTE-IUL), Portugal

Chapter 17
Can an Innovation Oriented Vision Statement Really Trigger Innovation in Small and Medium Sized Enterprises? Evidence from Turkey .................................................................................. 352
   Mehmet Eymen Eryılmaz, Uludağ University, Turkey
   Olcay Bektaş, Uludağ University, Turkey

Chapter 18
Internationalization Process of Innovative SMEs in Lebanon: An Analysis with a Conceptual Model ........................................................................................................................................ 365
   Maarouf Ramadan, Kedge Business School, France
Section 5
Internationalization of Entrepreneurial Innovation: Trends and Challenges

Chapter 19
Innovation in Experiential Services: Trends and Challenges ......................................................... 390
  Victor Alves Afonso, Estoril Higher Institute for Tourism and Hotel Studies, Portugal
  Maria de Lurdes Calisto, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Chapter 20
Determinants of Organizational Innovation: The Case of Portuguese Firms ................................. 402
  Miguel Torres Preto, University of Coimbra, Portugal & IN+, Center for Innovation,
  Technology and Policy Research, Portugal
  Juelma Guerreiro, University of Lisbon, Portugal

Chapter 21
Organizational Innovation beyond Technology: The Internal Market Orientation ......................... 416
  M. Isabel Sánchez-Hernández, University of Extremadura, Spain

Chapter 22
Supply Chain Management: Identifying Innovative Suppliers ..................................................... 436
  António Carrizo Moreira, University of Aveiro, Portugal
  Ana Carolina Soares de Carvalho, University of Aveiro, Portugal

Chapter 23
Managing Intrapreneurial Employees in Internationalized Services: Challenges and
Opportunities ................................................................................................................................. 458
  Maria de Lurdes Calisto, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Compilation of References ........................................................................................................... 475

About the Contributors .................................................................................................................. 535

Index................................................................................................................................................ 545