Preface

This book is dedicated to “entrepreneurship” with a special emphasis on entrepreneurs in global knowledge based economy. It provides discussion and the exchange of information on principles, strategies, models, techniques, methodologies, and applications of entrepreneurship in knowledge based economies in the field of public and private organizations. It aims to communicate the latest developments and thinking on the entrepreneurship subject worldwide. Drawing on the latest developments, ideas, research, and best practice, this book intends to examine the implications of the changes taking place due to knowledge explosion and how they affect entrepreneurship and motivation of entrepreneurs belonging to this knowledge driven society. It is important to know what is happening on both national and international fronts to be able to understand and develop effective responses to meet these new demands.

Entrepreneurs and entrepreneurship has always been the key to prosperity but in today’s knowledge economies who are these entrepreneurs and what does entrepreneurship include? What are the developments and trends in this knowledge wave sweeping over economies? As entrepreneurship becomes increasingly intertwined with the global economy, investment continues to be done in entrepreneurship. Especially in knowledge economies; entrepreneurship development is not a unidirectional effort of a region that follows from developed world economies such as USA or the European Union, but also in a complex pattern which involves investment at regional or individual economy level which means it is more local knowledge based. This multidimensional approach to entrepreneurship especially in knowledge economy is having important influence on the state of business and government, especially when considering the effects of technological development, innovation, glocalization and nationalization policies which are being adopted for inclusive sustainable regional growth. Companies and organizations are increasingly aware of the importance of people and their knowledge for dealing with economic scenarios as complex as those we are seeing today, and of individuals with a capacity for long-term vision and leadership. However, knowledge is not only found in the individuals within companies and organizations but also in the relationships these individuals develop among themselves both inside and outside the company. There is also the knowledge present within the organizational structures and routines, in the company’s policies, and in its organizational culture, among other areas. How these knowledge interplays in developing entrepreneurship and in this contemporary knowledge-based global economy is the core of this book. The subject area is a combination of entrepreneurship, knowledge management, organizations growth and development. The goal of this book is to be an international platform to bring together academics, researchers, decision makers, policy makers, and practitioners to share new theories, research findings, and case studies in order to enhance understanding and collaboration in issues of entrepreneurship.
OBJECTIVE OF THE BOOK

The book highlights the efforts and focus on developments in the field of entrepreneurship as well as its potential role in information technology and management within the constant growing knowledge based business market. The proposed book will examine the need for a paradigm shift in thinking regarding the relatively understudied entrepreneurship processes especially with respect to knowledge economies in global environment. The publication also explores in-depth the different aspects of entrepreneurship, entrepreneurial development, entrepreneurial education, technological advancement, innovation, global-localization and nationalization efforts in different regions and synthesize them with other areas such as entrepreneurial motivation, implications, trends, and future trajectory of economic growth in contemporary knowledge based environment.

TARGET AUDIENCE

The primary intended audience is scholar-practitioners who have the need for qualified reference material regarding the subject matter of the proposed publication. The secondary intended audience is policy makers, entrepreneurs, educationalists and undergraduate/graduate business students. At the same time, while having academic rigor, the book is written in a way such that it can be understood by non-academics and non-specialists and the general public who may be interested and have need for reference and reading.

TOPICS OF INTEREST

The book includes, among other, the following topics of interest for academics and practitioners:

- Entrepreneurship in Knowledge Economies,
- Entrepreneurship and Technology,
- Entrepreneurship and Innovation,
- Entrepreneur Trends,
- Entrepreneurship Education,
- Global Implications,
- Inclusive Entrepreneurship,
- Case Studies.

This book presents a collection of 22 chapters contributed by academicians, researchers, practitioners and managers, who are experts in the field and each chapter addresses a key topic. For better readability and lucidity the book is divided into four sections: Entrepreneurship in Knowledge Economies, Entrepreneurship Practice and Global Implications, Entrepreneurship Education and Case Studies.

Chapter 1, “Building Corporate Culture for Competitiveness in Entrepreneurial Firms”, is concerned for the concept of corporate culture, how it is important for developmental-growth, how it is shaped, how it relates to work climate, what is its role in times of strategic alliances like mergers and finally how it is related to entrepreneurial firm’s performance.
Chapter 2, “Entrepreneurship Policies for Knowledge Economies”, states that the diverse issues while conducting business keep sprouting owing to globalization and every enterprise, irrespective of its type, faces competition and challenge of continuous environment change. The challenges evolved due to change in the external environment form a vicious circle that resists and in many cases prevents economic development. In continuously varying situation, businesses find it extremely risky to run if skills and competencies mismatch with the demanding environment. Diverse policies have, as a result, become operational in the contemporary world to resolve business challenges and accomplish sustainability. Discussed in this chapter related to the challenges of economy development are two main issues, the entrepreneurship approach and the implications of knowledge economy.

Chapter 3, “Inclusive Entrepreneurship for the Micro, Small and Medium Enterprises - The Economic Perspective”, examines economic reformation as a key requirement of the underdeveloped and developing economies through an inclusive approach. Since, entrepreneurship always demands innovation; and innovation concept should not be restricted to developed economies or to some specific groups only, it is quite essential to include all the eligible beneficiaries in the process of entrepreneurship. Moreover, when economic reformation is the priority, the same cannot be restricted to materialistic things only and thus the relevance of inclusive entrepreneurship from economic perspective.

Chapter 4, “Organisational Structure in Small and Medium Enterprises”, examines the existing perspective of organizational structure in small and medium enterprises. It and mulls over contrasting scholarly and practitioners’ perspectives too and in the process offers a new prism on the role of organizational structure in small and medium enterprises.

Chapter 5, “Academic Entrepreneurship as a Catalyst for Quality Higher Education”, states that higher education in the post globalization knowledge economy is beset with a host of problems pertaining to quality and hence, higher educational institutions (HEIs) are in a dire need of strengthening individual and institutional effectiveness that meet global quality requirements. In keeping with the current scenario of higher education, it provides an understanding of the bi-focal role of academic entrepreneurship and academic leadership in enhancing the quality of higher education. It also attempts to propose an integrated framework of the Indian higher education system’s entrepreneurial and leadership system apart from suggesting strategies to be adopted by both to act as catalysts’ for quality higher education.

Chapter 6, “Multifactory: an Emerging Environment for a New Entrepreneurship”, aims to understand the multifactory collaborative working environment, which helps its members to grow as entrepreneurs and innovate as there is a constant exchange between members through experience and knowledge sharing. It also suggests that multifactory will be the emerging environment that will help a new generation of entrepreneurs to grow, so that they can count on immaterial assets and shared resources to develop their enterprises in this knowledge based economy.

Chapter 7, “Organizational Learning Ability and Innovation: Linking Entrepreneurial Orientation and Firm Performance”, focuses on the relationship between learning mechanisms that an organization needs to carefully consider with its value innovation capability. How related is customer/supplier information in a background of value innovation? Does this information act as a replace for deliberately motivating internal learning? Or, do powerful relationships with suppliers and/or customers reinforce deliberate managerial attempt in this field? In other words, is there a symbiotic relationship between an inside-out access and an outside-in access? After addressing these questions, the study reflects on how external (inter-firm) directions simplify the relationship between the internal learning mechanisms and innovation capability.
Chapter 8, “Solidarity Entrepreneurship in Knowledge Economies: Keys for a New Paradigm to Be Applied into Developing Nations”, examines a new paradigm of solidarity entrepreneurship wherein entrepreneurship on social networks has been barely studied. It introduces new concepts and classifications to analyze solidarity entrepreneurship as mainly applied to some developing nations as these have been recently immersed into knowledge economies due to the Information and Communication Technologies (ICTs), with a greater reliance on intellectual capabilities, than on physical inputs or natural resources.

Chapter 9, “Women Entrepreneurship Across Nations - Opportunities and Challenges”, aims to understand what initiates entrepreneurial tendencies among individuals, how do male and female entrepreneurs differ across nations, what are the factors encouraging and barriers impacting female entrepreneurship and how should female entrepreneurs overcome challenges that mar their way to progress.

Chapter 10, “Service Logic Business Model Canvas for Lean Development of SMEs and Start-Ups”, provides a framework and explains the theoretical foundations of service logic business model canvas, its application in the SME and start-up context based on an extensive empirical study with both practitioners and academics.

Chapter 11, “Strategic Crowdsourcing as an Emerging Form of Global Entrepreneurship”, tries to answer the key question: what is the potential of strategic crowdsourcing as a form of global entrepreneurship and gaze at the use of crowdsourcing as an emerging form of global entrepreneurship. With examples of strategic crowdsourcing management in HCL Technologies and OpenIDEO, it reveals the relationship between crowdsourcing business model and global entrepreneurship. This also reflects that global entrepreneurs by means of crowdsourcing can go much further than mere competitiveness and economic-development.

Chapter 12, “Motivations and Challenges of Women Entrepreneurship in Knowledge Economies”, reviews the nature of female entrepreneurship in developed and developing economies, which is influenced by the women’s social status in society. The role of individual, social, psychological, cultural, religious, economic, institutional and political factors in different countries is discussed. A gender-specific framework for female entrepreneurship that includes market opportunity, money availability, financial management, gender-role constraints, and institutional factors is reviewed and a forward-looking, egalitarian social paradigm is proposed where household and family care is shared equally by both genders and the social, cultural, religious and institutional constraints for women are removed. Further, the motivations, challenges and critical success factors for women entrepreneurs in various business sectors including micro-entrepreneurship, social enterprises, small-to-medium enterprises (SME’s), and knowledge-based enterprises in developing and developed economies are also examined.

Chapter 13, “Entrepreneurship Education and University Students’ Entrepreneurial Intentions in Bangladesh”, examines entrepreneurial attitude toward entrepreneurship and entrepreneurial intentions of the business students. It explores how enterprise and entrepreneurship education have some bearing on graduate entrepreneurship and career initiation in the perspective of the economic, entrepreneurial and employment opportunities perceived by these students in Bangladesh. It also examines the impact of entrepreneurial education on the development and enhancement of entrepreneurial skills among students.

Chapter 14, “Advocating Entrepreneurship Education and Knowledge Management in Global Business”, presents the perspectives of advocating entrepreneurship education and knowledge management (KM) in global business, thus describing the theoretical and practical concepts of network economy, sharing economy, entrepreneurship education, and KM. Moreover, applying entrepreneurship education and KM has the potential to enhance organizational performance and achieve strategic goals in this digital age.
Chapter 15, “Entrepreneurship Education for an Entrepreneurial Society”, examines entrepreneurship education as a crucial determinant to ensure multigenerational entrepreneurial capital in knowledge based global economy. Structural limitations relating to the existing educational framework, prevailing implication on knowledge economy and entrepreneurship, the nature and dynamics of knowledge in relation to entrepreneurship and economy and exploration of related realities to maximize the transition towards entrepreneurial society has been dealt. Thus, there is a need for comprehending entrepreneurship education which is vital and integral element of all formal and informal institutional patterns for developing an entrepreneurial society.

Chapter 16, “Entrepreneurship and Innovation in the Middle East: An Analysis for Egypt, Turkey, Iran, Jordan, and UAE”, presents through case analysis, new evidence of the current situation of entrepreneurship and its relation to the level of innovation in a sample of Middle East countries, where these topics remain largely unexplored from a scientific point of view. In doing so, it uses micro data from the Global Entrepreneurship Monitor and also explores the relations between entrepreneurship and innovation with gender is an important variable. Important features of the variables of the dataset analyzed and results obtained, the econometric analysis and several models enquiry about entrepreneurship and innovation for the countries are presented gives a new insight of entrepreneurial approach and growth in this region.

Chapter 17, “Innovation and Agriculture: The Case of Chile”, presents, an interesting case related to innovation and agriculture of Chile. As of 2015, Chile is the only South-American country member of the OECD, which places it within a community of developed countries. This feature implies that Chile is facing a transition process towards economic development. However, as a developing country, the agricultural sector is still an important drive for its domestic economy. The fact that Chile has a national policy of innovation more than 20 years old makes it more interesting for study of agricultural innovation. Moreover, when studying innovation, it is observed that the agronomy sector presents some peculiarities, which certainly are worthy of review at a scientific level for reflection and policy design especially in this knowledge based civilization.

Chapter 18, “Innovative Management of Spanish Academic Science Parks: Designing and Testing a Management Tool”, adopts a case approach to propose a tool to aid the processes of analysis and management of academic science park. The tool is grounded in the adaptation and adjustment of theoretical proposals, derived from studies on economic growth, to real data that the Association of Science and Technology Parks of Spain (APTE) has at its disposal regarding the activity of firms located in Spanish academic science park. In addition, through a review of extant literature, the case proposes twelve fascinating research questions about the likely impacts of certain variables on the growth of firms, measured as turnover variation.

Chapter 19, “SME’s Innovation and Internationalization in Knowledge-Based Economy: EU Case”, through case analysis makes an assessment of the innovative position, the level of internationalization and potential of small and medium-sized enterprises in EU in the light of challenges implied by the building of knowledge-based economy. Main attention is paid to the substance and factors that shape the knowledge-based economy, determinants of innovation in SMEs, the assessment of SMEs’ innovation, internationalization and in particular the instruments connected with innovation and internationalization in EU.

Chapter 20, “Problems Preventing Growth of Small Entrepreneurs: A Case Study of a few Small Entrepreneurs in Botswana Sub-Urban Areas”, through a case study seeks to generate an in-depth understanding of problems or challenges that hamper the development and growth of small enterprises, based on small entrepreneurs at Mochudi, Mmathubudukwane and Malotwane sub-urban areas in Botswana.
Having recognized the role played by small entrepreneurs in the economy, the Government of Botswana provides support programs like Citizen Entrepreneurial Development Agency (CEDA), Local Enterprise Authority (LEA) and Youth Development Fund (YDF) etc., yet the case reveals the existing challenges for small entrepreneurs to grow and sustain.

Chapter 21, “Strategic Business Plan Based on TQM for Property-Marketing Small Enterprises in UK”, examines a real case study of a small enterprise company called Property-Marketing Company based in the UK. Adopting a case approach to investigate the property marketing enterprises in north England, it examines the macro/micro environments, using Strengths, Weaknesses, Opportunities and Threat (SWOT) factors, Political, Economic, Social and Technological, Environmental (ecological) and Legal (PESTEL) factors and five forces to analyze and explore the enterprise’s standing within the market place. Insights provided reflect that entrepreneurs can take advantage of the opportunities and minimise the threats. More so, the findings illustrate that the small firms seem to be in a strong sustainable position within the regional property marketing segment with a potential to expand.

In short, this book includes a wide variety of approaches, problems, and discussions in the field of entrepreneurship. It provides a color and fresh look at some difficult concepts and a field that is difficult to unify. The expertise provided herein comes from all over the world, and although there are common themes among the chapters, each provides a unique viewpoint that result from cultural and geographic differences. I personally believe that such diversity of thought is a necessary component in the advancement of the body of knowledge, regardless of the discipline of inquiry. I hope that you agree and enjoy the contributions of our authors. Alongside the established theories and concepts, the reader will encounter a number of issues for discussion promoted and defended by different contributors from many countries. This book is aimed at a wide audience of potential readers, including students, teachers, researchers, entrepreneurs, managers, and policy makers. I trust that the book will provide an opportunity to learn about new ideas and methods of entrepreneurship in a global knowledge based cross-cultural context. The book also focuses on expanding and improving entrepreneurship teaching and knowledge-transfer activities, for policy makers to appropriate support initiatives and frameworks apart from enhanced understanding stimulating additional research in this area.

In sum, the book *Handbook of Research on Entrepreneurship in the Contemporary Knowledge-Based Global Economy* presents an inclusive analysis and blends of the stream of research on entrepreneurship. It provides understanding of this complex and multi-faceted process. It is useful in guiding future research as it presents comprehensive knowledge relating to entrepreneurship in knowledge based global economy. It is the first book that gives systematic information about entrepreneurship in knowledge economies, entrepreneurship practice and global implications, entrepreneurship education along interesting case studies.