Preface

This book aims to become the reference edition for all those interested in Entrepreneurial Success and its Impact on Regional Development. The subject area is a combination of Entrepreneurship and Regional Development. The emphasis on Entrepreneurship and Regional Development provides a particular value proposition and allows characteristics of flexibility and adoption to diverse audiences.

This book covers multi-disciplinary contributes from several researches, such as: public policies and programs to promote entrepreneurship at a regional level; entrepreneurship and social innovation with regional impact; higher education, knowledge transfer and business creation with regional impact; entrepreneurship, innovation and creation of regional value, cases sectors, companies with regional impact - industry, services, agriculture - encompassed by level of technology, business size, industry structure, property type, etc.; entrepreneurship and internationalization, cases of internationalization and FDI and entrepreneurial ecosystems that locally promote entrepreneurship and also regional development.

Entrepreneurs, policy makers and researchers require a framework to act local and think global in an exigent and competitive global market. The book is timely in responding to the high demand of contents about entrepreneurship and regional development and includes multidisciplinary contributes from several scientific areas (economics, management, geography, engineering, etc.). The key characteristic of the book is that it brings together experts on entrepreneurship and regional development promoting a sound contribution to the Business field as demanded by real users.

BOOK COVERAGE

The thirty-five chapters of the book address the following key topics:

Chapter 1 explores the topic of financial development of Portuguese family businesses. In particular, it analyses whether the financial characteristics of private family firms are likely be different from private non-family firms and discusses the role of private family firms in regional economic development.

Chapter 2 discusses contribute of Knowledge Intensive Business Services (KIBS) in a regional level and analyze their propensity to innovation comparing with service sector. This research has been developed to Portugal, however characteristics and role of KIBS may vary according to cultural, geographical and institutional characteristics of each context. Despite those facts, patterns found in this study are similar with other studies developed in other countries.

Chapter 3 explores the experience of a particularly innovative, and successful, transnational model to foster local entrepreneurial growth: the Building Global Innovators (BGI) model. BGI is technology transfer accelerator initiative based in Lisbon (Portugal) and in Cambridge (Massachusetts, USA).
Chapter 4 introduce the topic of entrepreneurial ecosystems as promoters of responsible behavior in SMEs at regional level. The chapter address institutional efforts in Corporate Social Responsibility carried out in the Autonomous Region of Extremadura in Spain as case study because the regional government, with the aim of promoting business cooperation to enhance competitiveness, decided to develop a clustering policy for SMEs in the region.

Chapter 5 examines the association between internationalization of companies and the impact on their management, in particular on financial performance. The chapter conduct a case study of a Portuguese company of information technology industry that through its internationalization strategy, managed in less than a decade, to increment the turnover from 10 million to 60 million euros becoming one of the largest Portuguese groups in that sector and a worldwide success.

Chapter 6 examines the role of public policies in promoting entrepreneurship through the UK government backed venture capital schemes. It investigates whether and how the public interventions have changed the availability of venture capital at the UK regional level. It also elaborates on the potential implications of the public sectors’s domination in venture capital provision in several UK regions.

Chapter 7 explores the topics of the knowledge as a strategic resource for companies. And concludes that universities focus on knowledge development as main result of their research groups activities; but really few exploit this intangible resource through knowledge-based spinoffs (KBSOs), given some internal barriers that hinder the academic entrepreneurship activity.

Chapter 8 introduces the topic of institutional influence associated to quality practices in the hotels. Despite the fact that not much attention has been dedicated to this by academic literature it is considered to be vital to study these factors. To answer this situation, Institutional Theory was used in this study as theoretical reference; in other words, the results obtained contribute to the progress under this theory.

Chapter 9 explores the issues of entrepreneurship and socio-cultural values in Africa considering the socio-economic and cultural dimensions of intra-ethnic business networks in Ethiopia. A shift in focus is needed in order to fully delineate how networks are being created and maintained within value chains, as well as what role trust and traditional social organizations play and how people become close to one another and achieve a level of cooperation within such networks.

Chapter 10 presents an interesting analysis of luxury fashion businesses using a qualitative method, based on innovation strategy. The connection between the company and its territory permits the creation of some networks between several parties, producing a regional development: they could improve the competitiveness of the company, creating an increased advantage against its competitors.

Chapter 11 presents two examples of business incubation practices in low density regions as a way of encouraging entrepreneurship. It describes the incubation projects, their characteristics and regulations, and the supportive relationships established in a number of areas between incubators, entrepreneurs, the host municipalities and the agency for the regional development of Alentejo (ADRAL). It presents the physical spaces and services available, the access and permanence conditions, the criteria to classify applicant projects, the reasons for incubator exit and the incubated enterprises by sector of activity and characteristics.

Chapter 12 provides an important perspective on how public policies impact on small third sector social enterprises in UK regions. There is limited research that has explored the how government policies are impacting on small regional drug and alcohol social enterprises. The research employed a multiple case study design of eight small drug and alcohol third sector social enterprise organisations based in three UK regions (The East Midlands, The South East (including London) and Yorkshire and Humber).
Chapter 13 provides important insights about the different forms of entrepreneurial ecosystems as local production systems. The chapter presents the results of the international project of 7th Framework Program of the European Union with the title Functioning of the Local Production Systems in the Conditions of Economic Crisis (Comparative Analysis and Benchmarking for the EU and Beyond).

Chapter 14 presents the impact of entrepreneurial sustainable universities in regional development by considering the effect of institutional approach. The entrepreneurial sustainability in higher education will be analyzed and its relationship with other concepts such as ethics and corporate social responsibility will be given attention. Entrepreneurial sustainability has taken the attention of public interest globally.

Chapter 15 examines the contributions that Science and Technology Studies (STS) can give to the analysis of the knowledge transfer process and academic entrepreneurship. The central objective of this chapter is to understand the challenges that an academic entrepreneur has to face to implement his innovative idea. To achieve this goal, the chapter presents two spin-off case studies from the Algarve region (Portugal). The case studies pay attention to academic entrepreneurship in the medical field and in eco-tourism.

Chapter 16 analyse the barriers perceived by Extremadura firms and how these barriers affect their willingness to perform innovative activities or to be innovative firms. The chapter used a data collected in 2013 from an ad hoc survey. Results show that, firstly, there are differences in the perception of the barriers especially in young and exporter firms that detect more barriers although they have a strong willingness to innovate. Secondly, even if innovation is considered an essential source of competitiveness, there is an important unwillingness to innovate in non-innovative firms. This behaviour is especially due to barriers related with high costs and financial restrictions to innovate. Both innovative and non-innovative firms detect the presence of barriers to innovation highlighting the perceived lack of support from government.

Chapter 17 discusses the topic of entrepreneurship in rural tourism. It is based on the utilization of endogenous resources that exist within a rural region, and leads to a group of business opportunities related to tourism, craftwork, and agriculture, which are taken into account to define the strategic objectives for the ADRIMAG region. The chapter follows a qualitative approach to business opportunities. Through our analysis, it was possible to create, in a simple manner, a group of business opportunities based on the endogenous resources of the region. With this study, the authors expect to bring forth an entrepreneurial perspective that will sustainably foster tourism development within rural regions, but with high potential for tourism attraction.

Chapter 18 studies the topic of self-employment and providing an empirical contribute to a better understanding of the factors that motivate self-employment in general. Thus, with an eye on the under-explored Portuguese case and taking into account the wide array of determinant factors from the existing empirical literature on self-employment, we estimate an econometric model using individual level data from the Portuguese Labor Force Survey.

Chapter 19 introduces the topics of University Social Responsibility and entrepreneurship. Once Universities are aware of the importance of introducing socially responsible actions, we refer to the need of Universities to foster the creation of new business, establishing the best conditions for entrepreneurs. The chapter finishes with some considerations about spin off, as the result of entrepreneurship from the University.

Chapter 20 determining the variables that explain and moderate the intention to purchase regional a specific product, in particular, wine. Some of these variables were directly related to regional development. To achieve that goal, and based on the literature review, we designed a structural model with which
to study the ROO effect in the Spanish wine market. The model proposes direct and indirect effects of the following antecedent variables on the purchase intention: the region’s image, the region’s image as a producer in this product category, the perceived quality of the region’s products, and consumer ethnocentrism. The results of this study will contribute to guiding decision-making on the strategies to be implemented by regional public institutions in collaboration with the wine industry, both of them responsible of creating value for the region.

Chapter 21 examines the internationalization process. The speed of international growth refers to how rapidly a new venture grows from its foreign operations, which is typically the pace and intensity of international expansion. This chapter illustrates the theoretical and practical overviews of entrepreneurship, corporate entrepreneurship, and internationalization; the relationship between entrepreneurship and internationalization and their impact on the global economy; and the importance of entrepreneurship and internationalization in global business.

A key focus of chapter 22 is to analyse the behaviour of the promoters of the Portuguese Non-Governmental Organizations and projects available on the Portuguese Social Stock Exchange. Social entrepreneurship has its origins in the entrepreneurs’ spirit and in the way they face social issues, by searching for an innovative way to address permanent social necessities for which classic mechanisms show serious difficulties in providing solutions. The incorporation of two ostensibly opposite approaches (social and economic) allow for capturing synergies that increase the capacity to create value for society as a whole, by using a response model that is self-sustainable and permanent.

Chapter 23 discusses the concepts of entrepreneurship, social entrepreneurship, entrepreneurial partnerships, innovation, social innovation, social sustainability, new business models (NBM), and the relations among them and their impact on regional development. Jonker’s theory (2012) was applied to the analysis of 13 cases of social innovation and entrepreneurship. The impact on regional and national development is perceived indirectly by the positive impact of these organizations on economic, ecological, social, and psychological sustainability.

Chapter 24 explore the topics of technology and creativity, in an urban context. Many cities have set out on the initial part of the course and found the learning curve to be long and slow, with a considerable number of setbacks and a limited number of insignificant gains. But this process has shown that a good, consensual and mobilising idea needs a lot more for realisation than simple discourses or exclusively voluntarist actions and attitudes, which, when one considers the targets not achieved, may end up demobilising the key agents of entrepreneurship.

Chapter 25 presents an integrative framework that draws on previous research about entrepreneurship and enterprise education as well as providing the reader with an insight into the role of universities as drivers in the support and creation of social enterprises. Case study examples of the on-going practices of social enterprise initiatives in higher education institutions in the UK are presented. The chapter concludes with a discussion on the contribution of universities to the social enterprise sector as well as the opportunities and challenges enabling social enterprise initiatives with a roadmap for future research directions.

Chapter 26 discuss a new framework in which it is easier develop innovation and social innovation in order to understand the main actors involved in the process of innovation, the relationships between them and the key successful factors of the model. And, also provide a deep analysis of TrentoRise according to the Social Innovation Pyramid perspective providing new evidences on the relevance of the Open and Big Data Projects of the Autonomous Province of Trento within this framework.
Chapter 27 gives an overall summary of the challenges faced by European countries regarding the adoption of nZEBs, particularly focusing in the training needs in the Southern Mediterranean countries, and on the experience reached so far by the ongoing SouthZEB Project.

Chapter 28 present a case study support in a literature review on internationalization, SMEs, entrepreneurship and network approach and relationship orientation. And combining a real case study with the theoretical aspects explains internationalization process of a Portuguese SME.

Chapter 29 intended to analyze and evaluate the development of innovative entrepreneurship in Poland, considering the mechanism of science and business cooperation.

Chapter 30 explore the topic of immigrant entrepreneurship. The research carried out a questionnaire to 51 Portuguese entrepreneurs living in London. The main goals were to know the profile of Portuguese immigrant entrepreneurs in London, the reasons for their emigration, the need or opportunity for entrepreneurship, the types and areas of activity of their businesses, the obstacles they had to deal with and the possibility for them to return to Portugal. The novelty of this research lies in the study of the ethnic and economic emigration of Portuguese emigrants in London, a study that was under-researched and under-analysed to this date.

Chapter 31 introduce the topic of universities and knowledge transfer. The research review the regulations of the OTRI that participate in EQUASPIN, describe their functions, and observe how they operate bearing in mind the principles of equal opportunities for women and men. And also analyse the discourse of OTRI technical staff with special attention paid to how they deal with these issues, which we consider particularly important in the process by which enterprises linked to Universities (especially spin-offs) are created, maintained and sometimes dissolved.

Chapter 32 analyse the dimensions of the entrepreneurial potential in higher education considering characteristics and gender of the students in higher education. For this purpose, use a quantitative methodological approach, and applied a questionnaire to a sample of students enrolled in the entrepreneurship subject in School of Accounting and Administration (ISCAP) from Polytechnic of Porto - Portugal. The results suggest that percept difficulties enhance negatively entrepreneurial intention and identify some differences according with gender.

Chapter 33 provides five comprehensive cases of social entrepreneurship and innovation in Southeast Asia and its role on development. The researchers start from a theoretical innovation model based on differential inclusions mathematical theory, which is new to the innovation literature. Afterwards the researchers cross-examine the theory with the empirical cases. Main conclusions refer that the differential inclusion model can eventually refer to a more general framework, but nevertheless the five cases are very relevant to specify the use of the model.

Chapter 34 analyze theoretical and empirical evidence of regional development, internationalization and entrepreneurship in general, and entrepreneurial orientation in particular. Entrepreneurship is discussed in a business context, including entrepreneurial orientation and entrepreneurial ecosystem, and considering its contribution to firm internationalization.

Chapter 35 explore the networks collaboration in wine sector SME and present a case study applied to a Portuguese wine region. The results suggest that the development of collaborative processes between companies in the supply chain is not always easily to achieve. And, there is a plurality of barriers in the organizational structures resulting from a very departmentalized vision and from management practices focused internally. Additionally there are a number of factors related to the external environment and to specific characteristics of the industry, which leads many companies to a marginal position in defining strategies aligned with collaborative practice with partner companies.
All of the above-mentioned chapters work together to present a combined image of the entrepreneurship and regional development in several and multidisciplinary perspectives.

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