

Entrepreneurship AND New Value Creation

THE DYNAMIC OF THE
ENTREPRENEURIAL PROCESS



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CAMBRIDGE

Entrepreneurship And New Value Creation

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Entrepreneurship And New Value Creation:

Entrepreneurship and New Value Creation Alain Fayolle, 2007 Why do some individuals decide they want to create businesses and then actually do so Why do others decide against this course of action even though they appear to have what it takes to succeed These two questions were among the first that researchers in the field of entrepreneurship tried to answer Today it seems that the problem is much more difficult to solve than it first appeared thirty years ago The venture creation phenomenon is a complex one covering a wide variety of situations The purpose of this book is to improve our understanding of this complexity by offering both a theory of the entrepreneurial process and practical advice on how to start a new business and manage it effectively Entrepreneurship and New Value Creation is a highly original research driven book that will appeal to graduate students researchers and reflective practitioners concerned with the dynamics of the entrepreneurial process

Entrepreneurship and New Value Creation Alain Fayolle, 2007-11-22 Why do some individuals decide they want to create businesses and then actually do so Why do others decide against this course of action even though they appear to have what it takes to succeed These two questions were among the first that researchers in the field of entrepreneurship tried to answer Recently it seems that the problem is much more difficult to solve than it first appeared thirty years ago The venture creation phenomenon is a complex one covering a wide variety of situations The purpose of this book is to improve our understanding of this complexity by offering both a theory of the entrepreneurial process and practical advice on how to start a new business and manage it effectively Entrepreneurship and New Value Creation is a fascinating research driven book that will appeal to graduate students researchers and reflective practitioners concerned with the dynamics of the entrepreneurial process

Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship Galindo-Martín, Miguel-Ángel, Mendez-Picazo, Maria-Teresa, Castaño-Martínez, María-Soledad, 2019-12-13 Innovation stimulates and facilitates entrepreneurship because the highest levels of entrepreneurship are to be found in societies with the highest value creation and digital dividends The higher levels of consumption employment and cost reduction generated by the implementation of digital technologies motivates entrepreneurs to expand their activity and promotes the emergence of new entrepreneurs Positive outcomes can be generated by the implementation of innovation leaders to higher competition and new markets incentivizing entrepreneurs to introduce new innovations to react to these higher levels of competition which are accompanied by their corresponding value creation Analyzing the Relationship Between Innovation Value Creation and Entrepreneurship is a pivotal reference source that analyzes the theoretical and empirical aspects of innovation as a factor that enhances value creation and the role of entrepreneurship While highlighting topics such as data management social enterprise and digital marketing this publication explores enhanced economic growth and the methods of higher levels of consumption in society This book is ideally designed for corporate managers business executives academicians students and researchers seeking current research on

interrelationships between financial variables strategies to apply them at the micro and macro level and a consideration of the fiscal effects once implemented

Digital Economy and New Value Creation Mihail Busu, 2022-08-18 This book constitutes a selection of the best papers from the 15th International Conference on Business Excellence Digital Economy and New Value Creation ICBE 2021 held in Bucharest Romania in March 2021 This book is a collection of research findings and perspectives related to the digital economy and new value creation led by the set of improvements and changes in the economic societal and technological structures and processes towards the effort of reaching the sustainability goals

Research Handbook of Women's Entrepreneurship and Value Creation Yousafzai, Shumaila, Henry, Colette, Boddington, Monique, Sheikh, Shandana, Fayolle, Alain, 2022-02-04 This Research Handbook highlights the importance of women as agents of change acknowledging women entrepreneurs efforts and supporting their value creation activities With important implications for policymaking contributing authors direct attention to and provide evidence for the positive contribution of women entrepreneurs to the economy regardless of their businesses size and formal status

Entrepreneurial Strategies for Value Creation in Times of Uncertainty Wojciech Dyduch, 2024-01-01 Entrepreneurial re orientation in the face of crisis Is it worth modifying entrepreneurial strategy Abstract PURPOSE This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation EO risk taking innovativeness and proactiveness Additionally it identified which types of reactions modifications in strategies lead to the most favorable changes in firm performance The external environment was determined based on the market situation that resulted from the emergence of the COVID 19 pandemic METHODOLOGY This is quantitative research The study utilized data from 126 small printing businesses operating throughout Poland Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and performance during three periods the pre crisis period the initial phase of the crisis the full lockdown period and the second phase of the crisis the period of easing the restrictions The identification of the behavior types was carried out using cluster analysis FINDINGS The results of the research led to the conclusion that with a change in market conditions companies significantly change their levels of EO In particular the surveyed companies reduced their levels of EO during the outbreak of the COVID 19 pandemic At the same time this decrease was mainly due to significant decreases in risk taking The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness Moreover the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti crisis support measures for businesses Additionally it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies In particular it was shown that the lowest decline in performance

during the initial phase of crisis could be observed in passive enterprises i.e. those that did not modify their entrepreneurial strategies did not alter their levels of individual dimensions of EO. The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO.

IMPLICATIONS The research results provided insights for entrepreneurs in strategic management. Specifically, they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm's performance when market conditions change.

ORIGINALITY AND VALUE The study contributes to the literature concerning reactions to changes in market conditions. This innovative approach considers dynamics where the changes themselves are variables. In particular, this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation. Furthermore, it provides an answer to how firm performance evolved regarding various reaction types using the example of the printing industry.

Keywords entrepreneurial orientation, crisis management strategies, strategy adaptation, strategy modification, business strategy, risk taking, innovativeness, proactiveness, crisis, COVID-19, external environment, small businesses, firm performance, cluster analysis, entrepreneurial behavior.

Redefining rural entrepreneurship The impact of business ecosystems on the success of rural businesses in Extremadura, Spain.

Abstract

PURPOSE Regarding the growth of public policies fostering rural entrepreneurship, the primary objectives of this work involve examining the concept of rural entrepreneurship, identifying key aspects that differentiate it from non-rural entrepreneurship, and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures. To achieve these goals, the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem's impact.

METHODOLOGY After a review of the previous academic literature, the characteristics of rural entrepreneurship have been delimited, distinguishing it from non-rural. The research results have been obtained using a questionnaire after a descriptive analysis of the sample and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26.

FINDINGS This article explores the factors that contribute to rural entrepreneurship, challenging the notion that geographic location is the sole defining characteristic. Through the conducted investigation, it has been determined that a company's classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities. Other aspects such as a strong connection with the local community or the ability to create value are also essential in defining a rural enterprise. Additionally, it examines how business ecosystems can foster the growth and success of rural entrepreneurship.

IMPLICATIONS This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas. It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments. This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship. It's important to acknowledge that

rural entrepreneurship requires specific resources that may not currently be available in business ecosystems To increase the number of viable rural businesses new resources tailored to rural entrepreneurship must be created leveraging the area s endogenous resources and growth models ORIGINALITY AND VALUE This study examines the distinctive attributes of rural entrepreneurship with a deliberate departure from exclusive emphasis on geographical location or primary economic sector Drawing upon empirical research conducted among a cohort of rural enterprises the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses Instead a profound connection to and a heightened sense of belonging within the rural milieu emerge as pivotal determinants Furthermore rural entrepreneurship emerges as a promising avenue for the development of the region offering substantial growth prospects The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas Keywords entrepreneurship rural entrepreneurship business ecosystems rural business success entrepreneurial ecosystem rural development strategies endogenous development rural ventures geographic location impact local community engagement policy implementation for rural areas value creation embeddedness Making of intrapreneurial managers Investigating unethical behavior risk taking and decision making speed as antecedents Abstract PURPOSE The entrepreneurship ethics nexus draws considerable interest from researchers and practitioners with little resolution Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers attitudes toward unethical behavior and their subsequent entrepreneurial intention EI in an emerging economy context Given the complex and multifaceted interplay between unethical behavior and EI we extend our investigation by including decision making speed and attitude toward risk to explain the relationship further We take a granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences they pose on subsequent behavioral intentions METHODOLOGY Primary data were collected from 214 Kosovan managers employed in companies from different industries Hypothesized relationships were tested by conducting hierarchical regression analyses FINDINGS Our results indicate that managers with higher EI are not necessarily unethical overall We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher entrepreneurial intentions Focusing on dimensions of unethical behavior we find that managers who favor bribery are more entrepreneurially inclined Furthermore we find that managers who are quick decision makers and risk takers express higher EI IMPLICATIONS Theoretically we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship contemplating that they are pervasive

across contexts We provide important practical implications for managers especially in the corporate entrepreneurship and training context Managers are encouraged to foster an entrepreneurial friendly environment that abides by ethical standards Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs ORIGINALITY AND VALUE This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non western context Keywords entrepreneurial intention unethical behavior bribery risk taking decision making speed intrapreneurial managers entrepreneurship ethics nexus hierarchic regression analysis corporate entrepreneurship theory of planned behavior ethical standards entrepreneurship Entrepreneurial agility and organizational performance of IT firms A mediated moderation model Abstract PURPOSE The Information and Communication Technology ICT sector is playing an important role in the growth of the world s economy However limited knowledge exists concerning the underlying mechanisms and boundary spanning conditions under which entrepreneurial agility EA affects the organizational performance OP of IT firms This study draws on the Dynamic Capability Theory DCT to examine the effect of entrepreneurial agility EA on the organizational performance OP of Italian IT firms with the mediating role of open innovation OI and the moderating role of environmental dynamism ED METHODOLOGY Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software FINDINGS The results revealed that EA directly and indirectly influences OP of IT firms Moreover the mediation analysis unveils that OI plays a complementary partial mediation role in the EA OP nexus Finally ED moderates this focal relationship such that in the presence of high environmental dynamism the relationship between EA and OP gets stronger compared to low environmental dynamism IMPLICATIONS The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and opportunities swiftly by building a culture of innovation through the adoption of OI strategies inbound outbound and coupled to tap into the broader range of expertise and resources in the business environment To improve the link between OI and OP managers should prioritize building relationships with external partners such as customers suppliers and academic institutions IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers ORIGINALITY AND VALUE The study s value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA OP and ED as a boundary spanning condition that moderates the focal relationship This research highlights the interplay between EA OI ED and OP using the DCT as a theoretical foundation It is the first to examine such interrelationships in the IT sector In addition the study provides new insight for researchers focusing on the information technology IT sector Keywords entrepreneurial agility

organizational performance IT firms dynamic capability theory open innovation environmental dynamism mediated moderation model structural equation modeling information and communication technology sector innovation management Decoding startup failures in Indian startups Insights from Interpretive Structural Modeling and Cross Impact Matrix Multiplication Applied to Classification Abstract PURPOSE Start ups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress However their vulnerability to failure continues to pose a persistent and significant obstacle In light of this the study intends to ascertain the various elements responsible for the elevated incidence of start up failures and examine their contextual associations It further aims to establish the hierarchical structure and identify the crucial factors of start up failure METHODOLOGY The paper uses the Interpretive Structural Modeling ISM approach to determine the structural hierarchy and interconnections among the causes of start up failures identified through the comprehensive analysis of existing literature and experts opinions MICMAC Cross Impact Matrix Multiplication Applied to Classification analysis is also being utilized to categorize these identified failure causes into autonomous independent dependent and linking factors by their driving and dependency powers FINDINGS A structural framework depicting the interrelationships among the factors has been derived showing the failure factor poor market positioning factor at the highest level and the lack of entrepreneurial efficiency at the lowest level of the model The results also revealed that lack of entrepreneurial efficiency poor management and external environmental issues are the most significant independent factors upon which all other failure factors rely It also categorizes poor market positioning as the dependent factor signifying its passive role in the failure of start ups IMPLICATIONS As previous literature has discussed the various factors responsible for the failure of start ups in isolation the current study fills out the gap in the literature by establishing linkages among those factors The study s insights emphasize the value of effective management teams and entrepreneurial skills in averting start up failures It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and their teams Furthermore the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation team dynamics and financial management to enhance the start up environment These initiatives may encompass entrepreneurship training financial assistance and mentorship through the Start up India Program Bharat Fund platform etc ORIGINALITY AND VALUE Previous studies on entrepreneurial failure are based on AHP Analytical Hierarchical Process content analysis and quality management methodologies This is potentially the first study using the ISM MICMAC approach that explores the complex world of start up failures in India and illustrates the relative influence and interdependence of various failure factors of start ups through a hierarchical model Keywords start ups failure factors start up failures Interpretive Structural Modeling ISM Cross Impact Matrix Multiplication Applied to Classification MICMAC entrepreneurial efficiency market positioning management competency external environmental issues failure prevention strategies Indian entrepreneurship skill development The effectiveness of agile leadership in practice A comprehensive meta

analysis of empirical studies on organizational outcomes

Abstract PURPOSE The COVID 19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast changing environment making agile leadership a prominent business trend Agile leadership improves innovation efficiency employee performance and team effectiveness However there is limited research on agile leadership s effects on organizational outcomes Thus this study provides a meta analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational employee customer financial and social environments

METHODOLOGY The study has two phases the first phase performs bibliometric literature analysis and the second phase performs meta analysis In the bibliometric literature analysis 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar and their type of publication year of publication countries involved in agile leadership research keywords involved and their association are examined For the meta analysis 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies along with their standard regression coefficients and correlation coefficients that represent the relationship between agile leadership or agile leaders and that of other factors were extracted and examined

FINDINGS The study found that there was a significant rise in publications on agile leadership after 2020 and Turkey the United States and Indonesia were involved more than other countries Moreover agile leadership is studied more in terms of operational outcomes and employee outcomes The results of the meta analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust 0.93 organizational performance 0.90 organizational effectiveness 0.89 individual career success 0.89 and innovation management 0.81 Thus it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes Agile leadership characteristics such as digital innovation trust competency result orientation and wisdom are significant for organizational growth team collaboration team effectiveness and organizational innovation

IMPLICATIONS Identifying agile leadership concepts helps assess the progress of empirical research improve leadership theories and models and identify potential growth opportunities The success of agile leadership depends on factors like a company s culture industry and size and this can be studied further Furthermore organizations may need to adjust their strategies on customer service financial management and investment so that they better reflect the values of agile leadership

ORIGINALITY AND VALUE This study classifies numerous different research models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study In addition this study identifies potential problem areas that need to be fixed and as a result it makes a contribution to the research on agile leadership

Keywords agile leadership organizational outcomes operational outcome employee outcome interpersonal trust leadership practice organizational performance meta analysis digital transformation innovation management employee performance interpersonal trust team effectiveness COVID 19 strategic flexibility Relationship between entrepreneurial orientation innovative co branding partnership and business performance

Abstract

PURPOSE This study aimed to determine the relationship between entrepreneurial orientation EO innovative co branding partnership and business performance EO was analyzed through five dimensions innovativeness proactiveness risk taking competitive aggressiveness and autonomy **METHODOLOGY** As part of the first phase of brand management research the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire 280 responses were obtained of which 266 questionnaires were qualified for further calculations Incomplete questionnaires were eliminated Hypotheses were formulated regarding the positive impact of the five dimensions of EO innovation proactivity risk taking competitive aggressiveness and autonomy on business performance and innovative co branding partnership and the positive impact of innovative co branding partnership on business performance Structural equation modeling using partial least squares PLS SEM was applied to support the conceptual framework and proposed hypotheses The calculations were performed in Smart PLS version 4 0 9 5 **FINDINGS** The results indicate that three EO dimensions innovativeness proactiveness and competitive aggressiveness influence business performance There was no effect of risk taking and autonomy on business performance In addition three EO dimensions innovativeness competitive aggressiveness and autonomy influence innovative co branding partnership No effect of risk taking and proactivity was found on innovative co branding partnership This means that two EO dimensions innovativeness and competitive aggressiveness positively influence innovative co branding partnership and business performance Furthermore innovative co branding partnership was proven to influence business performance **IMPLICATIONS** for theory and practice The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions The practical implications relate to recommendations for managers Managers should make efforts to increase innovation market activity and competitiveness of the market offer It is necessary to monitor the actions taken in the context of their impact on selected market consumer product and brand performance In addition managers should analyze the possibilities of undertaking cooperation of this nature to increase business performance **ORIGINALITY AND VALUE** This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co branding Compared to previous studies it has an advantage in research by introducing the issue of innovative co branding which can be used for the development of new business activities In addition this study focuses on several areas of business performance including product brand consumer and financial performance **Keywords** entrepreneurial orientation innovativeness proactiveness risk taking competitive aggressiveness autonomy innovative co branding partnership business performance Structural Equation Modeling SEM brand management market performance

Entrepreneurship Mario Franco, 2016-11-09 Entrepreneurship has been seen as a phenomenon allowing economic development job creation increased productivity and innovation but many studies do not include the causes of these events Consequently the objective of this book is to fill this gap by combining several studies from more practice oriented perspectives The various chapters presented here follow several approaches

which researchers explore in different contexts and link to specific experiences in entrepreneurship This book intends to contribute to better understanding of the phenomenon of entrepreneurship and innovation and to show how these business practices can stimulate economic development in various countries and regions worldwide **Innovation Leadership** Tim Porter-O'Grady, Kathy Malloch, 2010-03-18 This unique text integrates a variety of viewpoints on leadership attributes and abilities that guide organizations and people through the process of advancement to successful innovation outcomes This contributed text integrates a variety of viewpoints on leadership from both healthcare and business settings and provides the tool sets necessary to ensure successful innovation Back cover **The Process of Social Value Creation** Archana Singh, 2016-05-03 This book discusses social entrepreneurship especially in context of India It focuses on understanding the whole process of social value creation i e social entrepreneurship opportunity identification resource mobilisation social value capabilities of social entrepreneurs and innovation in three different types of social enterprises i non profit or charitable ones ii non profit social enterprise sustainable with the combined income of grants subsidies and own earned income self sustainable not for profit social enterprise and hybrid social enterprise and iii for profit social enterprises Sample cases of social entrepreneurs Ashoka Fellows were selected from three inter linked sectors health education and livelihood To provide a comprehensive view interviews were taken not only from the founders social entrepreneurs management personnel and other employees but also from the beneficiaries The book comprises how on the basis of cross comparison between three types of social enterprises several propositions and finally theoretical framework on social entrepreneurship have been developed It proposes that social entrepreneurship can be acquired and that these social entrepreneurs can help solve the larger social problems faced both by developing and developed nations Entrepreneurship and Digital Transformation: Managing Disruptive Innovation in a Changing Environment Víctor Jesús García Morales, Aurora Garrido-Moreno, Nigel Lockett, Rodrigo Martín-Rojas, 2022-02-02

Decoding **Entrepreneurship And New Value Creation**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Entrepreneurship And New Value Creation**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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Entrepreneurship And New Value Creation Introduction

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