



CALL FOR PAPERS

CYRUS Global Business Perspectives

Special Issue: *“International and Transnational Entrepreneurship: Evidence from Emerging Markets”*

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Special Issue Timeline:

- ❖ Special issue workshop (optional): Oct 2021, CIK *online* conference
- ❖ Special issue submission deadline: Dec 15, 2021
- ❖ The special issue expected publication date: Fall 2022

About the Journal:

The CYRUS Global Business Perspectives (CGBP), formerly the CYRUS Chronicle Journal (CCJ), is a rising journal. The editorial and advisory board includes outstanding scholars such as Professor Tagi Sagafi-nejad (former editor of the International Trade Journal) and Professor Farok Contractor (president-elect of the Academy of International Business). For more information, please visit [the list of Editorial Board members](#).

The Goal of this Special Issue:

The distinction of International Entrepreneurship and Transnational Entrepreneurship may not be clear cut. International Entrepreneurship is predominantly concerned with the firm as a unit of analysis, while Transnational Entrepreneurship usually examines the dual nature of the firm and individual entrepreneurs (Drori, Honig, & Wright, 2009). Transnational Entrepreneurship entails migrant entrepreneurs who leverage opportunities that arise from their dual networks and optimizing resources in their host and home countries (Moghaddam, Rustambekov, Weber, & Azarpanah, 2018). The aim of this Special Issue is to examine International and Transnational Entrepreneurship in the under-researched emerging market (EM) contexts. We aim to extend our understanding of firms in EMs engaging in International and Transnational entrepreneurship with a view to making theoretical and empirical contributions to the literature.

Scope/ Key Themes

In the past two decades, EMs such as China, India, Brazil, Russia, and South Africa (BRICS) have exhibited rapid economic growth, accounting for more than 25 percent of global foreign direct investment (Moghaddam, Sethi, Weber, & Wu, 2014). According to the International Monetary Fund, EMs produce more than 60 percent of global GDP (measured by Purchasing Power Parity).

Existing literature shows that IE in small firms from EMs leads to superior firm performance, even if internationalization is restricted to few foreign markets (Brouthers, Nakos, Hadjimarcou, & Brouthers, 2009). Personal characteristics of the decision maker such as education level, foreign language knowledge, residence in foreign countries, and commitment to international ventures may have a strong influence on a small firms' International Entrepreneurship (Nakos, Brouthers, & Brouthers, 1998). Employing ethnic social networks in other countries may also facilitate EM entrepreneurs' internationalization decisions (Deng, Delios, & Peng, 2020). In addition, developing strategic alliances with foreign partners is an important strategy for firms pursuing International Entrepreneurship (Nakos & Brouthers, 2008). Considering the importance of EMs for the global economy, it is critical to examine how EM firms' entrepreneurial orientation influences their willingness and ability to develop capabilities essential for firm performance (Xu, Guo, Zhang, & Dang, 2018).

A significant body of research has addressed ethnic entrepreneurs mostly immigrating from developing countries and EMs establishing new ventures in developed markets (Moghaddam, 2015; Moghaddam, Aidov, DuVal, & Azarpanah, 2017; Zhang, Wong, & Ho, 2016); However, our knowledge is limited about transnational entrepreneurs (TEs). As "individuals that migrate from one country to another, concurrently maintaining business related linkages with their country of origin, and currently adopted countries" (Drori et al., 2009), TEs are an important source of international venture creation (Madhavan & Iriyama, 2009; Pruthi & Wright, 2017, 2019). They are also a source of innovation that contributes to economic development in both their host and home countries (Moghaddam et al., 2018; Pruthi, Basu, & Wright, 2018). On the other hand, there is a recent trend of Returnee Entrepreneurs (REs) establishing new firms in

their country of origin (mostly in EMs). REs, mostly engineers and scientists who received higher education in developed countries, play an important role in the development of high-tech industries in their home countries (Pruthi, 2014). The human, social, and technological capital that REs bring back with them can enable the firms that they establish to gain advantages that other firms created by wholly domestic entrepreneurs may not achieve (Drori et al., 2009).

In sum, future studies are needed to examine not only the International Entrepreneurship of firms established in EMs but also the International Entrepreneurship activities of TEs and REs. It is important to explore whether and how TEs and REs have different ways of starting and engaging in international entrepreneurship activities given the differences in their human resources, social ties, and cultural orientation (Chand & Ghorbani, 2011; Li, Zhang, Li, Zhou, & Zhang, 2012). We call for papers addressing research questions including but not limited to the following:

Theme 1: International Entrepreneurship of Emerging Market Firms

- ❖ How do the internationalization motives of EM firms differ from those of developed market firms?
- ❖ When do EM firms engage in opportunity seeking versus coerced international entrepreneurship? How do entrepreneurs' personal characteristics and resources influence the international entrepreneurship of EM firms?
- ❖ How do culture differences between the home and host countries influence international entrepreneurship of EM firms?
- ❖ How do firms from EMs, where social networks are important because of weak legal institutions, use their networks in moving to a developed market context where legal institutions are stronger?
- ❖ How does entry mode strategy (e.g., exporting and M&A) influence the international entrepreneurship of EM firms?
- ❖ What are successful HRM strategies EM firms pursue in their international entrepreneurship endeavors?

Theme 2: Transnational Entrepreneurship of migrants from Emerging Markets

- ❖ How do TEs control and coordinate their ventures across borders? How does the TEs' residence (in host or home country) impact the organization and management of their firms?
- ❖ How do differences in the relative role of/split of value-added activities in, the host and home countries (e.g. market or R&D center, etc.) in TEs' new ventures impact the pace (incremental or rapid) and scope of growth of their ventures?
- ❖ How do TEs and REs structure their international network relationships in founding new ventures?
- ❖ To what extent do host and home country institutions help or hinder TEs' and REs' entrepreneurial endeavors?
- ❖ Are the social ties of REs that return home with the intention to live there on a permanent basis different from those of TEs that maintain regular contact with their host country? And what is the impact of these differences on the performance of their ventures?

We call for papers exploring these issues in the BRICS economies as well as other EMs in Asia, Africa, Central/South America and Central/Eastern Europe. We invite research adopting different theoretical frameworks from, but not limited to, entrepreneurship and international business. We welcome both qualitative (single or multiple cases) and quantitative studies, as well as conceptual and literature review papers.

Submission Process:

All papers will be subject to the double-blind review process. Papers should be no more than 7,000 words in length and **should not** have been published previously nor be currently under consideration for publication elsewhere in any format (print or electronic).

- ❖ The papers must be original and comply with [CGBP Submission Guidelines](#).
- ❖ All submissions must be uploaded electronically at www.cyrusik.org.

There will be a special issue workshop at the upcoming CIK *online* conference (Oct 2021). However, presentation at the conference workshop is neither a requirement for, nor a promise of, final acceptance of the paper in the Special Issue. Those who are interested to attend the conference workshop need to visit the [conference website](#) for registration.

For more information, please contact the Special Issue Associate Editor, Dr. Kaveh Moghaddam at MoghaddamK@UHV.edu.

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