

Editorial

Entrepreneurship is on one hand a fast-growing research field, and on the other hand a complex and multidimensional phenomenon (Fayolle, 2014; Welter, 2011; Żur & Urbaniec, 2016), as it concerns not only actions of individuals, but also activities within the organizations or systems. Recent literature highlights that entrepreneurship is a context-based phenomenon (Zahra & Wright, 2011; Welter, 2011). And thus research on entrepreneurship has moved from the focus of the individual entrepreneurs and their challenges to a broader understanding of the context in which entrepreneurship is embedded. Context can be considered in different ways and with diverse dimensions, e.g. institutional, market, industry, spatial, social (Zahra & Wright, 2011). This thematic issue focusing on *Entrepreneurship in the Global Context* is a next step in the development of *Entrepreneurial Business and Economics Review*. The global context of entrepreneurship is an expansion of prior thematic issues referring to international entrepreneurship.

Current developments in the theory of entrepreneurship point to international entrepreneurship as one of important potential factors contributing to the intensification of the global processes of internationalization of the firm. The advantages of globalization are particularly noticeable in technology and service industries, where the output crosses borders with fewer barriers than in the production industry (Mascitelli, 1999). The increasing globalization of the economy creates the possibility of rapid internationalization and is a key driver of entrepreneurial activities. Researchers agree that entrepreneurs have an opportunity to interact with a global world more than ever before. Firms are gaining new knowledge and experience, which decreases risk and increases commitment to new markets (Wach, 2015).

The purpose of this issue is to present current trends in entrepreneurship with focus on globalization and internationalization processes observed in different organizations, sectors and environments, presenting the diversity and multiplicity of facets of relevant and often underexplored contexts expanding the traditional understanding of entrepreneurship. With contributions from a large variety of contexts, this journal issues embraces studies at macro, meso and micro level, giving insights into the complex and context-dependent processes hindering, promoting and shaping entrepreneurship as a unique set of processes, practices and attitudes. This thematic issue consists of seven thematic articles and five nonthematic articles.

The first section, including the thematic articles, focuses on two important issues of entrepreneurship. First, the attention to processes associated with internationalization patterns at the firm level focusing on innovation, competition and cultural differences will be explored. Second, entrepreneurship is discussed as the subject of research depended on different drivers affecting involvement and motivation for entrepreneurial activities.

In the first thematic article entitled *Innovations and Export Performance: Firm-level Evidence from Poland*, Andrzej Cieřlik, Jan Jakub Michałek and Krzysztof Szczygielski focus on the relationship between innovations and export performance of Polish firms. The empirical results of this study indicate that the probability of exporting is positively related to product and process innovations, firm size, share of university graduates in productive employment and foreign capital participation. The results depend also on the level of technology used in the analysed sector and the relative importance of export market.

The second thematic article entitled *Identification of Linkages between the Competitive Potential and Competitive Position of SMEs related to their Internationalization Patterns Shortly after the Economic Crisis*, written by Piotr Trąpczyński, Barbara Jankowska, Marlena Dzikowska and Marian Gorynia, present the internationalization profiles of SMEs for the period immediately following the global economic crisis (years 2010-2013) and characterise them with reference to the firms' competitive potential during the crisis (year 2009), and their competitive position at the end of the analysed period. The study suggests that the strategy of diversifying international markets during the economic crisis and recovery can be a means of improving performance and reducing excessive dependence on fluctuations in key markets.

Next, Mariola Ciszewska-Mlinarič in her article entitled *Foreign Market Knowledge and SME's International Performance: Moderating Effects of Strategic Intent and Time-to-Internationalization*, contributes to the ongoing discussion on factors supporting the accumulation of foreign market knowledge by focusing on the role of strategic intent and time to internationalization in this respect. Her research is aimed at examining whether and how strategic intent and time-to-internationalization moderate the relationship between foreign market knowledge and SMEs' international performance.

Maja Szymura-Tyc and Michał Kucia in their article entitled *Organizational Culture and Firms' Internationalization, Innovativeness and Networking Behaviour: Hofstede Approach*, emphasize the features of firms' organizational culture within four of Hofstede's national culture dimensions (i.e. power distance in organization, collectivism and individualism in organization, uncertainty avoidance in organization, short and long orientation of organization) and their potential relationships with internationalization, innovativeness and networking behaviour of firms. The paper gives an insight into the organizational culture features relationships with a broad area of firms' behaviour related with their ability to gain competitive advantage.

The fifth thematic article entitled *International Entrepreneurship Theory: Past, Present and Way Forward*, written by Ikemefuna Allen, offers a wide perspective on the historical development of international entrepreneurship as a field of research, and demonstrates how concepts brought forth contribute to a broader understanding of fundamental international business and entrepreneurship theories. The findings indicate that International Entrepreneurship is still in a developmental stage. However, the field is rich with novel ideas and concepts that can give an impetus to researchers as they strive to explore themes such as international entrepreneurial orientation and entrepreneurial internationalization.

Marian Holienka, Anna Pilkova and Zuzana Jancovicova in their article entitled *Youth Entrepreneurship in Visegrad Countries*, analyse the entrepreneurial activity drivers of youth and young adults in Visegrad countries. They found common drivers and distinctive

attributes affecting involvement of young people in business start-up according to its motivation. Based on empirical analysis, their findings point out that the self-confidence and access to networks are universally important factors. In most examined cases, fear of failure and being a female reduces the chance of business start-up, especially among youth, being a student significantly inhibits involvement in enterprising efforts.

Following to this subject of research, Andrea S. Gubik and Szilveszter Farkas in their article entitled *Student Entrepreneurship in Hungary: Selected Results based on GUESSS Survey*, investigate students' entrepreneurial activities and aim to answer questions regarding to what extent do students utilize the knowledge gained during their studies and the personal connections acquired at universities, as well as what role a family business background plays in the development of students' business start-ups. The study shows that the rate of self-employment among Hungarian students who study in tertiary education and consider themselves to be entrepreneurs is high. A family business background and family support play a determining role in entrepreneurship and business start-ups, while entrepreneurial training and courses offered at higher institutions are not reflected in students' entrepreneurial activities.

The second section of this journal issue, embracing other articles, draws attention to different aspects of entrepreneurship, for example, related to human resources, organizational, sector-oriented and regional context-based dimensions.

In the article entitled *Metaphors of Entrepreneurship among Polish Students: Preliminary Research Findings*, Michał Chmielecki and Łukasz Sułkowski raise the issue of the entrepreneurship metaphors among Polish management students. The authors point out, that in Poland entrepreneurship was often perceived as an extremely risky process and entrepreneurs were often portrayed in a negative light. Their research results suggest that there are several major entrepreneurial narratives evident among Polish management students including creativity and innovation, competition, war, journey, risk, adventure and exploitation.

Remigiusz Gawlik and Gorm Jacobsen in the article entitled *Work-life Balance Decision-making of Norwegian Students: Implications for Human Resources Management*, analyse the significance of work-life balance determinants between the Youth of highly developed societies and its implications for human resources management on the example of Norway. The research on perceptions of determinants of quality of life and attractiveness of life strategies shows that in a country with relatively high socio-economic development level, such as Norway, differences in rankings do exist. They can be observed in relevance to both material and non-material quality of life determinants.

The article entitled *The Changing Structure of Retail Industry: Case Studies on Competitive Advantage of Small Companies in Croatia*, written by Blaženka Knežević, Dora Naletina and Mate Damić, provide an insight into dynamics of changes in retail structure. The authors explain trends of retail internationalization and concentration as well as highlight the possibilities for improving the competitive ability of small retailers. As suitable competitiveness strategies they suggest retail alliances and differentiation by assortment.

Next, Hanna Godlewska-Majkowska, Agnieszka Komor and Magdalena Typa in their article entitled *Special Economic Zones as Growth and Anti-growth Poles as Exemplified by Polish Regions*, demonstrate both positive and negative effects of economic zones on the polarization of economic space as exemplified by Polish regions. Conclusions presented in this paper help to identify the factors that either increase the chances of positive effects

contributing to the development of the economic zones or cause their negative effects to prevail. The results of the analysis may be applied not only to foster the development of Poland's regions, but also the regions located in other countries, based not only on Special Economic Zones, and also on other forms of public aid, as the mechanisms of polarisation are universal in character. Consequently, they may be particularly useful to stimulate regional economy in underdeveloped agricultural regions and problem regions characterized by an anachronistic structure of regional economy based on industrial monoculture.

The last article entitled *Organizational Dysfunctions: Sources and Areas*, written by Beata Glinka and Jacek Pasieczny, describe various types and sources of organizational dysfunctions in organizations operating in Poland. The sources of dysfunctions may be found both within the organization and its environment. Regardless of its specific features, most of the dysfunctions may be interpreted as an undesirable goal displacement. Very often areas of these dysfunctions are strongly interconnected and create a system that hinders organizational performance. The paper provides insight into "the dark side of organising" by identifying sources and areas of dysfunctions.

All these papers show that the entrepreneurship is a multistream and multidisciplinary research field focused on different contexts and perspectives. These studies demonstrate that the applicability of the entrepreneurship is wide with promising routes also for future research. Hopefully the content of this journal issue will provide inspiration and sufficient insights to accordingly take up further research.

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