

---

## **Editorial: Global business strategy with entrepreneurship and innovation**

---

**Chang Won Lee**

School of Business, Hanyang University,  
17 Haeng Dang Dong, Seoul 133-791, Korea  
Fax: +82-2-2220-1169 E-mail: leecw@hanyang.ac.kr

---

Entrepreneurship is a key facilitator of new business creation, market competitiveness and sustainability. Innovation in the global economy is a major driver of organisation leaderships, business dynamism and business value chain (Cohen and Winn, 2007; Prahalad, 1993; Sternberg and Wennekers, 2005). Entrepreneurship and innovation are integral players in global business ecology (Zhao, 2005). However, how to foster global entrepreneurs through innovation has rarely been explored. To achieve this urgent and timely topic, global businesses need more sustainable profitability, better business models and stronger leaderships in order to launch innovative high-value business ventures (Baker et al., 2005; Teece, 2003).

The purpose of this special issue on ‘Global entrepreneurship through innovation’ of the *International Journal of Entrepreneurship and Innovation Management* is to present a variety of topics in entrepreneurship and innovation management in global business perspectives. Thus, this issue is focused on the global implications of entrepreneurship through innovation. These studies contribute to the current state of the art in entrepreneurship and innovation in global markets, while providing the management with strategic insights of the global perspectives in various business settings.

The first paper entitled, ‘Engines of growth – the importance of ‘routine innovation activities’’, by Ursula Deplazes, Wolfgang Deplazes and Roman Boutellier, starts this special issue by presenting a new context at what companies could do to achieve growth and profitability over the mid- and long-term ranges. The study examines the determinants, processes and consequences of innovation in unstable organisations. This study analyses the drivers of growth in free-market economy and reviews ‘routine innovation activities’ and its implications of organisational design. This study advocates that organisations need to be designed with the aim of reaping the growth benefits associated with ‘routine activities’ and guide practitioners of organisational design.

The second study, ‘A comparative study of career success between Korean and American women managers’, by Jung-Jin Kim and Eunjoo Chang explores factors affecting career success of Korean and American women managers and compared the relations. This study identifies what are the factors affecting Korean and American woman managers’ career success and how the factors are related. This study explores career success in a cross-national comparative context and generates useful information to develop appropriate human resource policies and practices. This study provides significant implications in career practices in Korean and American women managers.

The third study, ‘Business incubation in the UAE: prospects for enterprise development’, by Nnamdi O. Madichie, examines the experience of the United Arab Emirates (UAE) in the adoption of advanced business incubation models and assesses the

impact on the economy. This study also suggests how the higher education institutions establish proactive strategies for effective utilisation of business incubators. This study deals with the importance of business incubation for entrepreneurship creation, growth, development, sustainability and longevity. This study provides value by suggesting how the hub for a higher education can make a contribution towards efficient networking arrangements between academia and industry in UAE.

The fourth study, 'Main characteristics of technological entrepreneurship and the impact of governmental policies in Korea', by Jangwoo Lee and Yongwoon Gang, explores an up-surging trend of technological entrepreneurship in Korea and identifies how the governmental policy promote technology-based small ventures and impacts on job creation and innovation. This study provides that systematic benefits from the governmental policy more positively affect a performance of technology-based venture firms and support the existing theories.

The fifth study, 'Entrepreneurial innovation problems associated with the dynamic growth of university spin-outs in China: a capabilities perspective', by Yuan Zhou, Tim Minshall and Charles Hampden-Turner, explores a capabilities-based framework for identifying innovation problems related to the dynamic growth process of university spin-outs in China. This study explores the relationships between the entrepreneurial innovation problems and the design of innovative capabilities throughout the firm's lifecycle in the growth stages. This study provides university spin-outs development strategy through evidence in China.

The sixth study, 'An international collaboration of technology using a business roadmapping approach', by Chang Won Lee, explores a long-range technology strategy and business roadmaps in the context of international technology collaboration planning. This study focuses on examining technology collaboration – licensing, co-researching, R&D centre establishment, green field investment between collaborative countries. This study provides policy-makers and business decision-makers with strategic insights and competitive gains using technology strategy for international technology collaboration in Korea.

The final study, 'Globalisation strategy for small and medium sized enterprises', by Christopher Stehr, examines entrepreneurial globalisation and a globalisation strategy of a small and medium sized enterprise (SME). This study exemplifies the current globalisation strategies of globalised SMEs and some big German companies. This study presents how business companies can develop and implement the entrepreneurial globalisation strategy.

This special issue provides significant insights on global entrepreneurship through innovation. This special issue highlights global businesses strategies on more sustainable growth and profitability, woman managers' career success, adoption of business incubation models, dynamic growth of university spin-outs, international collaboration of technology and entrepreneurial globalisation strategy in order to achieve innovative high-value business performance. This study also highlights empirical study of the USA, China, Germany, Korea and UAE so that the management who tries to develop global business strategies and policies is able to understand the global business environment and ecology.

The editor would like to thank Dr. Mohammed Dorgham, Editor-in-Chief of the journal, for agreeing to this special issue, all contributors, authors and reviewers for this special issue for dedicating their valuable time and effort.

**References**

- Baker, T., Gedajlovic, E. and Lubatkin, M. (2005) 'A framework for comparing entrepreneurship processes across nations', *Journal of International Business Studies*, Vol. 36, No. 5, pp.492–504.
- Cohen, B. and Winn, M.I. (2007) 'Market imperfections, opportunity and sustainable entrepreneurship', *Journal of Business Venturing*, Vol. 22, No. 1, pp.29–49.
- Prahalad, C.K. (1993) 'The role of core competencies in the corporation', *Research Technology Management*, Vol. 36, No. 6, pp.40–47.
- Sternberg, R. and Wennekers, S. (2005) 'Determinants and effects of new business creation using global entrepreneurship monitor data', *Small Business Economics*, Vol. 24, No. 3, pp.193–203.
- Teece, D.J. (2003) *Essays in technology management and policy*, World Scientific, London, UK.
- Zhao, F. (2005) 'Exploring the synergy between entrepreneurship and innovation', *International Journal of Entrepreneurial Behavior and Research*, Vol. 11, No. 1, pp.25–41.