

---

## **Editorial**

---

### **Ronald S.J. Tuninga**

Faculty of Management Sciences,  
Open University of The Netherlands,  
P.O. Box 2960, 6401 DL Heerlen, The Netherlands  
Email: ron@tuninga.com

---

This special issue is based on presentations at the Third International PhD Conference of the Open University of the Netherlands held on November 1, 2013 in Heerlen (The Netherlands). The Fourth International PhD Conference has been scheduled for October 30, 2014, in Ho, Ghana. The theme of the 2014 conference is ‘Africa and the world: research in an emerging global context’.

At the 2013 international conference for academics from all over the world, research from four continents was presented. The four articles in this special issue describe various dimensions of state-of-the-art research in international business and management. The first two papers by Alistair Anderson and Leo Paul Dana address research on both international and indigenous entrepreneurship and challenge the economic paradigm, which is the fundament to most international entrepreneurship research. The third paper by Barbara Byrne discusses the importance as well as the complexity of cross-cultural research and its methodological consequences as it relates to the use of structural equation modelling (SEM). The final paper discusses issues of waiting time perception and customer satisfaction in various stages of the service process in three different contexts.

Alistair Anderson posits that a narrow focus on the economic paradigm of entrepreneurship leads to a ‘loss’ of understanding of entrepreneurship. Even though most current entrepreneurship research is conducted within the economic paradigm, a wider perspective for further development of the discipline is needed. As Anderson argues “entrepreneurship is not a ‘thing’; nor does it depend on any psychological or personality characteristic. It is much, much more than an economic process that can be subsumed to any sort of profit maximisation. Instead entrepreneurship is behaviour, practices that we can see as a process”. If entrepreneurship is seen as much a social as an economic process, it will help advance and enrich the frontier of this research.

In his article on indigenous entrepreneurship, Léo-Paul Dana follows the basic reasoning of Alistair Anderson and describes how it is one the youngest fields of academic research, revealing that some cultural values are incompatible with the basic assumptions of mainstream theories of entrepreneurship. The enhancement of the economic paradigm by regarding entrepreneurship also as a social process is an essential part of the discussion on indigenous entrepreneurship. As argued by Dana, social organisation among indigenous peoples is often based on kinship ties, not necessarily created in response to market needs.

Barbara Byrne discusses in her article ‘Testing across nations and cultures: issues and complexities’, the importance of measurement scale equivalents in cross-cultural research. A critical prerequisite to multi-group comparisons is knowledge that the

assessment scale is operating equivalently across the groups of interest. More specifically, it is assumed that both perception of the item content and dimensionality of the underlying construct(s) are group-equivalent. When tests for equivalence involve mono-cultural groups, procedures are relatively straightforward. However, when comparative groups represent different cultures, the process is much more complex and becomes increasingly so as the number of groups increases and the geo-cultural bases diverge. SEM provides a rigorous approach to testing for these equivalencies. She highlights the basic concerns and SEM strategy in testing for measurement equivalence. Many faulty assumptions by researchers whose interests focus on mean cultural-group differences and Byrne suggests important aspects of transforming an assessment scale for use in a country and culture that differs from the one in which it was originally designed and developed.

Dennis von Bergh, Paul Ghijsen, Cees Gelderman and Ronald Tuninga explore the relative importance of waiting time perception with waits before, during, and following the actual service delivery in three multi-stage services and the impact on customer satisfaction. This study is based on data collected in restaurants, assessment and dental services in the Netherlands. Most studies on waiting time perception have been conducted in restaurants. Adding both assessment and dental services make the conclusions of this study more generalisable for waiting time at-large. Results of SEM analysis imply that multi stage services are judged differently in terms of waiting time based on the various contexts. For example, in restaurant services, the service-entry wait has the largest influence on service evaluation. In the assessment services the service-exit wait is predominant, and in the dental services, the in-service wait is the most important wait. This study is one of the first to empirically explore the effect of service waits in multiple succeeding services stages outside restaurant services. Future research expanding the data collection to a cross-cultural context may benefit from the suggestions made in the previous article by Barbara Byrne.

The combination of articles in this special issue provides for a rich discussion of the established research paradigm in international entrepreneurship and how it can be extended through adding to the economic paradigm and the field of indigenous entrepreneurship. Furthermore, methodological issues for cross-cultural research using SEM have been highlighted, making researchers aware of how they can deal with these difficult and theoretically enriching issues. The methodological article provides insights on how, for example, the research using SEM analysis on waiting time perception can be extended in a cross-cultural context. In combination, all authors cover discussions of research philosophy, paradigms, methodology and design, and implementation. All of these areas exemplify research conducted and discussions on which the International PhD Conferences are founded and which will further the development of business and management theory in general.