# Résilience, entrepreneuriat et entrepreneurs internationaux

Susan Freeman, François Goxe, Michael Viegas-Pires

L'entrepreneuriat international a été défini comme " la découverte, la mise en œuvre, l'évaluation et l'exploitation d'opportunités - au-delà des frontières nationales - pour créer de futurs biens et services " (Oviatt & McDougall, 2005 : 7). Des commentaires récents (par exemple, Cavusgil & Knight, 2015 ; Coviello, 2015 ; Freeman, Zhu & Warner, 2020 ; Jones, Coviello & Tang, 2011 ; Keupp & Gassmann, 2009 ; Mathews & Zander, 2007 ; Nyamrunda & Freeman, 2021 ; Zander, McDougall-Covin & Rose, 2015) ont exhorté les chercheurs à aller au-delà de la compréhension actuelle de l'internationalisation précoce et accélérée en menant des recherches théoriques et empiriques plus riches sur l'entrepreneuriat international.

La littérature en entrepreneuriat a montré à plusieurs reprises que les entrepreneurs sont des personnes prêtes à prendre des risques là où d'autres jouent la sécurité, des personnes qui voient des problèmes et des réponses là où d'autres préfèrent le statu quo ; des individus " résilients ", capables de s'adapter face à l'adversité, de rebondir après des échecs liés à leur initiative entrepreneuriale (voir Korber & McNaughton, 2018 pour une revue). La pandémie de Covid- 19 a peut-être mis un coup d'arrêt aux activités (internationales) de nombreuses entreprises, mais elle n'a certainement jamais arrêté les comportements et les projets entrepreneuriaux (internationaux). Au contraire, la pandémie a peut-être encouragé de nombreux individus à créer leur propre entreprise, dans leur pays d'origine et au-delà. Les frontières physiques ont été temporairement fermées, mais cette fermeture physique a probablement aussi fait prendre conscience à de nombreuses personnes que le monde restait "virtuellement" accessible, que des relations avec des acteurs partout sur la planète étaient et resteraient possibles. La pandémie a ainsi peut-être suscité des vocations entrepreneuriales ou stimulé certains à saisir des opportunités là où la plupart ne voient que des menaces. Les entrepreneurs internationaux et l'esprit d'entreprise connaissent ou pourraient également connaître un nouvel élan et des transformations, contribuant à la capacité de résilience de nos sociétés, leur permettant de survivre et d'émerger encore plus fortes (Trump & Linkov, 2020).

Nous accueillons donc les soumissions qui intègrent les perspectives de l'entrepreneuriat et du management international, ou qui dépassent les frontières disciplinaires, et qui approfondissent les connaissances sur la création et la saisie des opportunités entrepreneuriales au-delà des frontières nationales par divers types d'organisations, telles que les nouvelles entreprises internationales (INV), les entreprises nées-globales, les micro-multinationales, l’intrapreneuriat, les entreprises familiales, et les entreprises sociales et à but non lucratif (par ex, Arregle, Naldi, Nordqvist & Hitt, 2012 ; Coviello & Jones, 2004 ; Knight & Cavusgil, 2004 ; Oviatt & McDougall, 1994 ; McDougall & Oviatt, 2000 ; Nyamrunda & Freeman, 20201 ; Zahra, 2005 ; Zahra & George, 2002 ; Zahra, Newey & Li, 2014). Nous recherchons également des travaux de recherche sur les développements récents de l'entrepreneuriat international, à l'interface entre les domaines du management international et de l'entrepreneuriat (Freeman et al., 2020 ; Goxe et al., 2021).

Les soumissions doivent se concentrer sur la création et la saisie des opportunités entrepreneuriales à travers les frontières nationales, maintenant et dans un avenir proche, en réponse aux turbulences environnementales actuelles ou récentes. Des exemples de sujets et de questions de recherche appropriés incluent, mais ne sont pas limités à, ce qui suit :

* Comment les perspectives de l'entrepreneuriat et du management international peuvent-elles être intégrées pour créer de nouvelles perspectives ou de nouveaux cadres conceptuels afin d'enrichir une compréhension de l'entrepreneuriat international fondée sur les opportunités, et d'unifier et d'améliorer des constructions et définitions opérationnelles hétérogènes ?
* Quels sont les processus impliqués dans la création et la saisie d'opportunités entrepreneuriales au-delà des frontières nationales ? Quel est le rôle, dans ces processus, de concepts clés de l'IB tels que la distance psychique, le risque, l'incertitude ou les réseaux ? Ces processus ont-ils évolué récemment ? Comment ?
* Comment la recherche d'opportunités internationales varie-t-elle selon les catégories d'individus ? Quels nouveaux concepts, relations ou processus sont importants pour comprendre les cognitions, les comportements et/ou les résultats associés à la recherche d'opportunités internationales par certaines catégories d'entrepreneurs (par exemple, les entrepreneurs immigrés, les entrepreneurs ethniques, les entrepreneurs transnationaux ou les femmes entrepreneurs) ? Encore une fois, ces processus ont-ils évolué récemment ?
* Comment la recherche d'opportunités internationales varie-t-elle selon les catégories d'organisations ? Quels nouveaux concepts, relations ou processus sont importants pour comprendre les cognitions, les comportements et/ou les résultats associés à la recherche d'opportunités internationales par les catégories d'organisations ciblées (par exemple les startups, les sociétés, les PME, les entreprises familiales, les entreprises sociales, les entreprises à but non lucratif, les agences gouvernementales ou les organisations non gouvernementales) ?
* Comment les organisations gèrent-elles les défis d'une internationalisation précoce et/ou accélérée dans la poursuite d'opportunités internationales ? Comment ces entreprises gèrent- elles les coûts, l'incertitude et les risques dans de tels environnements ? Comment ces organisations ont-elles fait face à la pandémie en particulier ? Comment surmontent-elles les responsabilités inhérentes pour être perçues comme légitimes ? Quelles sont leurs trajectoires ultérieures ?
* Comment l'agilité stratégique et le comportement entrepreneurial international sont-ils démontrés ou affichés dans des conditions de fortes perturbations associées à un événement mondial tel que la pandémie de Covid-19 ? Les différents contextes ont-ils un impact sur la façon dont l'agilité stratégique est mise en œuvre dans de telles situations ? Les impacts des marchés émergents sont particulièrement intéressants étant donné les nombreuses recherches qui reconnaissent la résilience et l'expérience des entrepreneurs opérant dans ces contextes.

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# Resilient international entrepreneurs and entrepreneurship

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International entrepreneurship has been defined as “the discovery, enactment, evaluation, and exploitation of opportunities – across national borders – to create future goods and services” (Oviatt & McDougall, 2005: 7). Recent commentaries on the field (e.g. Cavusgil & Knight, 2015; Coviello, 2015; Freeman, Zhu & Warner, 2020; Jones, Coviello & Tang, 2011; Keupp & Gassmann, 2009; Mathews & Zander, 2007; Nyamrunda & Freeman, 2021; Zander, McDougall-Covin & Rose, 2015) have urged scholars to move beyond current understandings of early and accelerated internationalization through richer theoretical and empirical investigations of international entrepreneurship.

Literature in the field of entrepreneurship has repeatedly shown entrepreneurs as people willing to take risks where others play it safe, people who see problems and answers where others see the status quo; “resilient” individuals, able to adapt well in the face of adversity, to bounce back after failures connected to their entrepreneurial initiative (see Korber & McNaughton, 2018 for a review). The Covid-19 pandemic may have put a halt to many companies’ (international) activities but it certainly never stopped international entrepreneurial behaviors and projects. On the contrary, the pandemic may have encouraged many individuals to create their own business, in their country of origin and beyond. The physical borders were temporarily closed, but this physical closure probably also made many people realize that the world remained “virtually” accessible, that relationships with stakeholders everywhere on the planet were and would remain possible. The pandemic may have sparked entrepreneurial vocations or stimulated some to seize opportunities where most see only threats. International entrepreneurs and entrepreneurship are experiencing or may also experience a new momentum and transformations, contributing to our societies’ resilience capacity, allowing them to survive and emerge even stronger (Trump & Linkov, 2020).

We thus welcome submissions that integrate perspectives from entrepreneurship and international business, or span disciplinary boundaries, and that will deepen knowledge of the creation and capture of entrepreneurial opportunities across national borders by diverse organizational types such as international new ventures (INVs), born global firms, micro- multinationals, corporate entrepreneurs, family businesses, and social and non-profit ventures (e.g., Arregle, Naldi, Nordqvist & Hitt, 2012; Coviello & Jones, 2004; Knight & Cavusgil, 2004; Oviatt & McDougall, 1994; McDougall & Oviatt, 2000; Nyamrunda & Freeman, 20201; Zahra, 2005; Zahra & George, 2002; Zahra, Newey & Li, 2014). We also look for scholarly work on the recent developments of international entrepreneurship, at the interface between international business and entrepreneurship fields (Freeman et al., 2020; Goxe et al., 2021).

Submissions should focus on the creation and capture of entrepreneurial opportunities across national borders, now and in the near future, in response to the current or recent environmental turbulences in particular. Examples of appropriate topics and research questions include, but are not limited to, the following:

* How can perspectives from entrepreneurship and international business be integrated to create new perspectives or frameworks to enrich an opportunity-based understanding of

international entrepreneurship, and unify and improve heterogeneous constructs and operational definitions?

* What processes are involved in the creation and capture of entrepreneurial opportunities across national borders? What is the role in such processes of key IB concepts such as psychic distance, risk, uncertainty, or transnational communities? Have these processes evolved recently? How?
* How does the pursuit of international opportunities vary across categories of individuals? What new concepts, relationships, or processes are important in understanding the cognitions, behaviors, and/or outcomes associated with the pursuit of international opportunities by focal categories of entrepreneurs (for example, immigrant entrepreneurs, ethnic entrepreneurs, transnational entrepreneurs, or women entrepreneurs)? Again, have these processes evolved recently?
* How does the pursuit of international opportunities vary across categories of organizations? What new concepts, relationships, or processes are important in understanding the cognitions, behaviors, and/or outcomes associated with the pursuit of international opportunities by focal categories of organizations (for example startups, corporations, SMEs, family businesses, social ventures, not-for-profit ventures, governmental agencies, or non-governmental organizations)?
* How are organizations managing the challenges of early and/or accelerated internationalization in pursuing international opportunities? How do such firms manage costs, uncertainty, and risks in such environments? How have these organizations dealt with the pandemic in particular? How do they overcome inherent liabilities to be perceived as legitimate and reputable? What are their subsequent trajectories?
* How are strategic agility and international entrepreneurial behavior demonstrated or displayed under conditions of heighted disruptions associated with a global event, such as the Covid-19 pandemic? Do different contexts impact how strategic agility is implemented in such situations? Emerging market impacts are especially interesting given the considerable research that recognizes the resilience and experience of entrepreneurs operating in such contexts.

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# Resiliencia, emprendimiento y empresarios internacionales

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El emprendimiento internacional se ha definido como "el descubrimiento, la aplicación, la evaluación y la explotación de oportunidades que traspasan las fronteras nacionales para crear futuros bienes y servicios" (Oviatt y McDougall, 2005: 7). Autores como, Cavusgil & Knight, 2015; Coviello, 2015; Freeman, Zhu & Warner, 2020; Jones, Coviello & Tang, 2011; Keupp & Gassmann, 2009; Mathews & Zander, 2007; Nyamrunda & Freeman, 2021; Zander, McDougall-Covin & Rose, 2015, han invitado a los académicos a ir más allá de la comprensión actual de la internacionalización temprana y acelerada, mediante la realización de una investigación teórica y empírica más rica sobre el emprendimiento internacional.

La literatura sobre el emprendimiento ha demostrado constantemente que algunos emprendedores asumen riesgos y otros, van a lo seguro, personas que ven problemas y respuestas cuando otros prefieren el statu quo; individuos "resilientes", capaces de adaptarse ante la adversidad, de recuperarse de los fracasos relacionados con su iniciativa emprendedora (véase Korber y McNaughton, 2018 para una recensión). Se puede que la pandemia de Covid- 19 haya paralizado las operaciones (internacionales) de muchas empresas, pero desde luego nunca ha detenido los comportamientos y proyectos empresariales (internacionales). Por el contrario, es posible que la pandemia haya animado a muchas personas a crear sus propias empresas, tanto en sus países de origen como fuera de ellos. Las fronteras físicas se cerraron temporalmente, pero este cierre físico probablemente también hizo que muchas personas fueran conscientes de que el mundo seguía siendo accesible "virtualmente", que las relaciones con actores de todo el mundo eran y seguirían siendo posibles. Así, la pandemia puede haber despertado vocaciones empresariales o haber estimulado a algunos a aprovechar oportunidades donde la mayoría sólo ve amenazas. Los emprendedores internacionales y el emprendimiento también están experimentando o podrían experimentar nuevos impulsos y transformaciones, contribuyendo a la resiliencia de nuestras sociedades, permitiéndoles sobrevivir y emerger aún más fuertes (Trump & Linkov, 2020).

Así pues, acogemos las propuestas que integren las perspectivas internacionales de emprendimiento y gestión, o que crucen las fronteras disciplinarias, y que profundicen en el conocimiento de la creación y el aprovechamiento de las oportunidades empresariales más allá de las fronteras nacionales por parte de diversos tipos de organizaciones, como las nuevas empresas internacionales (INV), las empresas « born-global », las micromultinacionales, el intraemprendimiento, las empresas familiares y las empresas sociales y sin ánimo de lucro (por ejemplo, Arregle, Naldi, Nordqvist y Hitt, 2012; Coviello & Jones, 2004; Knight & Cavusgil, 2004; Oviatt & McDougall, 1994; McDougall & Oviatt, 2000; Nyamrunda & Freeman, 20201; Zahra, 2005; Zahra & George, 2002; Zahra, Newey & Li, 2014). También se buscan investigaciones sobre los desarrollos recientes en el emprendimiento internacional, en la interfaz entre los campos de la gestión internacional y el emprendimiento (Freeman et al., 2020; Goxe et al., 2021).

Las propuestas deben centrarse en la creación y el aprovechamiento de oportunidades empresariales a través de las fronteras nacionales, ahora y en un futuro próximo, en respuesta a las turbulencias medioambientales actuales o recientes. Algunos ejemplos de temas y preguntas de investigación apropiados son, entre otros, los siguientes :

* ¿Cómo pueden integrarse las perspectivas del emprendimiento internacional y de la gestión, para crear nuevas perspectivas o marcos conceptuales que enriquezcan una comprensión del emprendimiento internacional basada en las oportunidades, y para unificar y mejorar los constructos heterogéneos y las definiciones operativas?
* ¿Cuáles son los procesos de creación y aprovechamiento de oportunidades empresariales más allá de las fronteras nacionales? ¿Qué rol desempeñan en estos procesos los conceptos clave de la IB, como la distancia psíquica, el riesgo, la incertidumbre o las redes? ¿Han evolucionado estos procesos recientemente? ¿Cómo han cambiado recientemente?
* ¿Cómo varía la búsqueda de oportunidades internacionales entre las distintas categorías de individuos? ¿Qué nuevos conceptos, relaciones o procesos son importantes para comprender las cogniciones, los comportamientos y/o los resultados asociados a la búsqueda de oportunidades internacionales por parte de determinadas categorías de empresarios (por ejemplo, empresarios inmigrantes, empresarios étnicos, empresarios transnacionales o mujeres empresarias)? De nuevo, ¿han evolucionado estos procesos recientemente?
* ¿Cómo varía la búsqueda de oportunidades internacionales entre los distintos tipos de organizaciones? ¿Qué nuevos conceptos, relaciones o procesos son importantes para comprender las cogniciones, los comportamientos y/o los resultados asociados a la búsqueda de oportunidades internacionales por parte de las categorías de organizaciones seleccionadas (por ejemplo, las start-ups, corporaciones, PYMEs, empresas familiares, empresas sociales, empresas no lucrativas, organismos gubernamentales y organizaciones no gubernamentales)?
* ¿Cómo gestionan las organizaciones los retos de la internacionalización temprana y/o acelerada en busca de oportunidades internacionales? ¿Cómo gestionan los costes, la incertidumbre y los riesgos en estos entornos? ¿Cómo afrontaron estas organizaciones la pandemia en particular? ¿Cómo superan las responsabilidades inherentes para ser percibidos como legítimos? ¿Cuáles son sus posteriores trayectorias?
* ¿Cómo se demuestran o exhiben la agilidad estratégica y el comportamiento empresarial internacional en condiciones de gran perturbación asociadas a un acontecimiento mundial como la pandemia de Covid-19? ¿Influyen los diferentes contextos en la forma de aplicar la agilidad estratégica en estas situaciones? Las repercusiones de los mercados emergentes son de especial interés dada la amplia investigación que reconoce la capacidad de recuperación y la experiencia de los empresarios que operan en estos contextos.

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