THE ROLE AND IMPACT OF VARIOUS TYPES OF ENTREPRENEURIAL MOTIVATIONS ON VENTURE INTERNATIONALIZATION OUTCOMES (SUMMARY)

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SUMMARY

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Principal Topic

Firm and industry level factors that affect internationalization decisions and their consequences have received a considerable amount of attention in both international business and international entrepreneurship literatures. However, the role that cognitive factors play in the internationalization process has received relatively little attention. Human motivations influence the entrepreneurial process in its various stages (Shane, Locke & Collins, 2003) while being strongly interrelated to various other cognitive factors including knowledge, skills or abilities impacting perceptions and actions. Motivations are often translated into vision and specific strategies for the organization including internationalization strategies. In this paper we take a cognitive approach (Acedo & Florin, 2007; Bradley, 1984; Holzmuller & Stottinger, 1996) and we study both direct effects and indirect effects through risk perceived of internationalization motivations on venture internationalization scope.

Method

Data was collected via an online survey administered to small business owners located in a major metropolitan area in the Southeastern United States. Key measures for the study have been developed using the extant literature as a guide. The data was analyzed using mediated regression analysis which allowed us to simultaneously determine direct and indirect effects of the motivation variables on internationalization scope.

Results and Implications

Our study shows that proactive and reactive motivations have different effects on international scope and that perceived risk has a powerful effect on scope. Perceived risk also has varied effects (mediation, suppression, and no effect) as a third variable in the internationalization – motivation relationship which suggests that further study of these relationships is needed. Distinguishing between various types of motivations and accounting for both direct and indirect effects that motivations and perceived risk have on internationalization patterns, we contribute to a finer grained understanding of how cognitive factors such as motivations and perceived risk influence entrepreneurial action and outcomes. Our study advances the international entrepreneurship literature by building on the cognitive agenda in international entrepreneurship research and further developing the factors that influence important internationalization processes and outcomes.

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