

## Call for Contributions on Edited Volume:

### The Clash of Entrepreneurial Cultures?

#### An Interdisciplinary Approach Focusing on Asian and European Ecosystems

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#### DESCRIPTION

Entrepreneurship enables development and innovation through creativity, taking entrepreneurial opportunities and risks. It aims to create products and services that consumers demand. The flourishing of **entrepreneurship** also requires recognizing and designing specific **context conditions** around policy, finance, human capital, markets, supporting industries, institutions, or culture (Isenberg, 2011). The **Entrepreneurial Ecosystem** has gained increasing attention in scientific and practical discussions as an instrument to describe and promote such context conditions for entrepreneurial activities. It finally emphasizes the need for a proper context for entrepreneurship and individual aspirations to emerge and flourish. The **entrepreneurial culture** explains various processes within the ecosystem on societal norms, propensity for innovation, wealth creation, creativity, and entrepreneurs' status (Isenberg, 2011; Stam & van de Ven, 2019). The concept of entrepreneurial ecosystems exceeds former concepts in its stronger emphasis on the entrepreneurially active individual and the interaction between actors, such as start-ups, established enterprises, politics or agencies. A unique feature results from the spatial foundation of entrepreneurial ecosystems in the context of regional networks or location-specific characteristics and objectives – place matters! This embeddedness of an entrepreneur in local interaction includes the political design of context conditions, but so far has underestimated the global and systemic relationships. By their physical nature, ecosystems highlight the interdependence of every systemic element and the efficiency of the whole system (O'Connor et al., 2018). To exceed the borders of entrepreneurship requires broadening its scope spatially and conceptual. In an **interdisciplinary approach, we call to discuss** the entrepreneurial ecosystems as a system and mediator in their cultural, political, and socio-economic settings (Liguori et al., 2018).

A theoretical approach to systemically upscale entrepreneurial ecosystems is **capitalism**, which constitutes markets and actors' roles. There is a close connection between the expression of capitalism and the development of entrepreneurial ecosystems. Capitalism fosters us to re-think established actor-roles and patterns of economic activity frequently in order to adapt and optimize the economic system. Although entrepreneurial ecosystems are discussed worldwide, different interpretations evolve in different forms of capitalism. Capitalism states a market-driven economy as well as economic

and entrepreneurial freedom as actors striving for prosperity in a broad field of tension towards the rule of law and the states' initiatives. The rule of law defines Western-style liberal capitalism, i.e., clearly regulated property relations and a related state that is relatively less influential but based on democratic principles. Private actors can make their own decisions. This type is called political capitalism, which is characterized in particular by China, obtaining unclear property relations and a lack of the rule of law, but also by an efficient bureaucracy geared to growth in a strong state (Milanovic, 2019).

It is also China that shaped the latest phase of globalization and that is initiating the upcoming one. One of the most prominent globalization projects is the **Belt and Road Initiative** (or New Silk Road) driven by China. This is a bundling of corridors for transportation and logistics between Asia, Europe, Africa and increasingly South America. These (physical) mobilities of goods and commodities, labor and capital, bring non-physical mobilities, such as information, traditions, cultures, religions, values, and lifestyles. In the upcoming phase of globalization, a kind of borderless mobility of labor and capital is emerging due to increasing digitalization, with ownership of information incidentally becoming a central building block of platform capitalism (Pechlaner & Thees, 2020). The New Silk Road could become a game-changer in global connectivity and the interdependence of states and companies with emerging rules and conditions (Pechlaner et al., 2020).

Globalization means the development of global value chains and the associated interconnection of economies and geographies. But through increased cooperation, trade agreements and blocs (e.g. RCEP), a "**world of regions**" (Katzenstein, 2015) or the "regional architecture of world politics" (Acharya & Buzan, 2010) evolve as regionalization has gained momentum. Regions are now central to global politics, as regional trade agreements or even deeper regional integrations rise globally (Koller & Voskresenski, 2019). However, the significance of this regionalization is still increasing, particularly in Asia. Discussions about the future of international politics and economics are undoubtedly incomplete without non-Western regions. Comparing different forms of regionalism derives through the growth of numerous trade blocs with different mechanisms and characteristics. Although regional integration and regionalism brought forth veritable research and policy discussion, the current phase requires careful steering between globalization and regionalization (Koller & Voskresenski, 2019).

Regionalization and globalization are both bounded to context conditions such as culture and technology. The **cultural background** of actors in global relations or of entrepreneurs defines their behavior in their interaction with stakeholders (Freytag, 2014). As an entrepreneur is by far not merely bound to a local setting, issues of intercultural management and communication are fundamental to act in global value chains. Therefore, the economic culture is a determinant of how cooperation and competition are perceived and practiced in terms of risk-taking, collectivism, future-orientation, or power distance. Today, the megatrend of digitalization shapes culture frequently. **Technological development** and the use of artificial intelligence bring with them a completely new understanding of globalization (Luo, 2021), with sometimes drastic changes in the understanding of state, law, property, and privacy, as well as collectivism and individualism (Milanovic, 2019). Political community and common good will take on new meanings, whereas the digital entrepreneurial ecosystems evolve in strategic and transnational cooperation (Sussan & Acs, 2017).

Entrepreneurial ecosystems represent the interface of the mentioned developments that lead to new understandings of entrepreneurship, stakeholders' interaction, international collaboration, and competition, power relations, or political influence. In such a multi-disciplinary setting, the entrepreneurial ecosystem also illustrates different understandings across cultures and in contrasting economies, which should finally complement greater sustainability in capitalistic activities.

## RELATED TOPICS AND QUESTIONS

We call for contributions in the regional context of Asia, Europe and Eurasia that discuss entrepreneurship and entrepreneurial ecosystems. Here we acknowledge the peculiarities and differences of regions within Asia and Europe. Contributions could use research notes, case studies and other creative formats that especially combine two or more of the following perspectives:

### Economic system (and Entrepreneurial Ecosystems)

- What is meant by entrepreneurial ecosystems based on a **Western or Eastern understanding** of capitalism? What are **complementaries** and **differences**?
- How do ecosystems develop under **political capitalism** and how under **liberal capitalism**?
- What changes occur due to the global Covid-19 crisis evolving in the overall power relationship of capitalism systems in the West and East?
- What are the consequences of the need for and dependence on **growth** in political capitalism in the international intertwining of entrepreneurial ecosystems?
- Is the **competition** between nations of different forms of capitalism a driver for economic conflicts?

### Globalization & Regionalization (and Entrepreneurial Ecosystems)

- What changes are occurring as a result of the global Covid-19 crisis in the composition of **global value chains**?
- Which impact do **international lead firms** have in the development of Entrepreneurial Ecosystems?
- What are the consequences of the close relationship between liberal capitalism and the democratic political system in the **international linkage of entrepreneurial ecosystems**?
- What is the role of geographical developments in the tension between **rural and urban** catchment areas?

### Politics (and Entrepreneurial Ecosystems)

- What is the role of **political leadership** in regionalism?
- How do states define the context conditions of entrepreneurship through **economic impulses or political restrictions**?
- In which way do **foreign policies** define the interaction of companies at a supranational level?
- What is the role of different understandings of **centralization and decentralization** with regional and national as well as international responsibilities?
- Does the clash of different **governance** philosophies in entrepreneurship development occur when liberal capitalism, with its idea of **institution building**, and political capitalism, with its idea of **infrastructure building**, collide in countries participating in global value chains along the "New Silk Road"?

### Cultures (and Entrepreneurial Ecosystems)

- How is the **culture of capitalism** influencing the role of Entrepreneurs?
- Which role does **creativity** and **freedom** of entrepreneurship play?
- How is **power** distributed across actors?
- What role do different **philosophies and religions** play as a basis for understanding the state, law, property, the individual, interconnectedness, corruption, and security?

- What are the consequences of the clash of different **understandings of governance** of these ecosystems?
- What is the role of different philosophies and religions in **understanding entrepreneurship** (understanding risk, opportunity perception, networking, cooperation, innovation, quality awareness...)?

#### Digitalization & Technological Advancements (and Entrepreneurial Ecosystems)

- Which are the potentials and barriers of **digital market places**? How do they function in different cultural backgrounds?
- What are different **understandings of digital entrepreneurship** and digital business models between East and West?
- In which way are **digital business models** influencing the generation and the development of the ecosystem?
- How to design the **digital infrastructure and governance** mechanisms to implement technological innovations carefully?

#### OBJECTIVE

This edited volume aims to uncover the similarities and differences in developing Entrepreneurial Ecosystems between Asian and European regions. This comparison is based on the various understandings of Entrepreneurship in the context of culture, politics and economics. This could lead us to discuss whether there emerges a predominance of a specific form of capitalism and associated entrepreneurial ecosystems along the "New Silk Road" or whether global capitalism emerges with new frameworks?

#### SUBMISSION PROCEDURE

Authors are invited to submit a title and a short abstract proposal (max. 150 words) as soon as possible.

Final articles should be around **3.000 to 4.000 words** (including references).

Full chapter submission: until 31 August 2021

Review process and feedback: End of September 2021

Revised chapter submission: 30 November 2021

Final notification: 15 December 2021

All submissions will be single-blind reviewed.

#### QUESTIONS

concerning the submissions may be addressed to all the Editors of the book

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## ABOUT THE EDITORS

**Prof. Dr. Harald Pechlaner** holds the Chair of Tourism and is Head of the Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt. Besides, he is Head of the "Center for Advanced Studies" at the European Academy in Bolzano, Italy (EURAC research). He also holds an Adjunct Research Professorship at the School of Management and Marketing, Curtin Business School, Curtin University, Perth/Western Australia since 2014. Prof. Pechlaner researches, teaches and publishes on destination governance/recovery, leadership and design, entrepreneurship and global challenges for regions and destinations. Prof. Pechlaner is president of Aiest ("International Association of Scientific Tourism Experts"), full member of the "European Academy of Science and Arts" and scientific director of the "German National Competence Center for Tourism".

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**Prof. Dr. Wei Manske-Wang** was born and grew up in Shanghai, PR China. Wei Manske-Wang completed her bachelor's degree in German Studies in China and studied business administration with a PhD in economics in Germany. She has worked for a Bavarian "hidden champion" for 14 years and gained extensive insights in internationalization and led projects in strategy, marketing and sales and R&D. Since September 2020, Wei Manske-Wang has become an associate professor and established the China Center at the MCI | THE ENTREPRENEURIAL SCHOOL® in Austria. Manske-Wang always has fun deciphering new developments and loves working for international understanding. The experiences from different continents showed her how networked our economy and how important trust is for a peaceful and prosperous world.

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