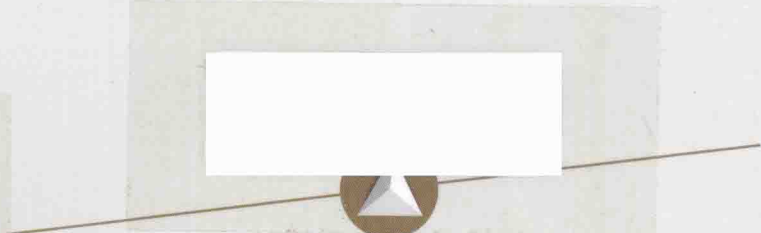


INTERNATIONAL ENTREPRENEURSHIP AND LEGITIMACY

A Study of Chinese International Firms

国际企业家精神与合法化 基于中国国际企业的研究



YANG Hairu

杨海儒 著

INTERNATIONAL ENTREPRENEURSHIP AND LEGITIMACY

A Study of Chinese International Firms

国际企业家精神与合法化 基于中国国际企业的研究

YANG Hairu

杨海儒 著

图书在版编目(CIP)数据

国际企业家精神与合法化:基于中国国际企业的研究/杨海儒著. —上海:上海三联书店,2015.8

ISBN 978-7-5426-5228-7

I. ①国… II. ①杨… III. ①跨国公司—企业管理—研究—中国 IV. ①F279.247

中国版本图书馆 CIP 数据核字(2015)第 148772 号

国际企业家精神与合法化——基于中国国际企业的研究

著 者 / 杨海儒

责任编辑 / 冯 静

装帧设计 / 汪要军

监 制 / 李 敏

责任校对 / 张大伟

出版发行 / 上海三联书店

(201199) 中国上海市都市路 4855 号 2 座 10 楼

网 址 / www.sjpc1932.com

邮购电话 / 24175971

印 刷 / 上海叶大印务发展有限公司

版 次 / 2015 年 8 月第 1 版

印 次 / 2015 年 8 月第 1 次印刷

开 本 / 890 × 1240 1/32

字 数 / 220 千字

印 张 / 6.375

书 号 / ISBN 978-7-5426-5228-7/F · 714

定 价 / 36.00 元

敬启读者,如发现本书有印装质量问题,请与印刷厂联系 021-66019858

ABSTRACT

This study aims to explore what is the motivation of international entrepreneurship in the domestic market and how international entrepreneurial firms survive in foreign market. Based on a sample of 212 Chinese international firms, it examines the internationalization of organizational field as an antecedent of international entrepreneurship from a neoinstitutional theory perspective. Exploitative and exploratory learning are considered as consequences of international entrepreneurship, because firms seek to achieve legitimacy in the host country. The nonlinear relationship between exploitative and exploratory learning and performance are further tested. Findings suggest that isomorphic pressure from the organizational field will cause firms to engage in international entrepreneurial activities. In order to get legitimacy in a host country, international entrepreneurship, in turn,

is positively associated with the above two learning processes. Results also support that although exploitative and exploratory learning are beneficial, they would weaken a firm's performance in a foreign market, after a certain point.

Keywords: international entrepreneurship, institutional isomorphism, neoinstitutional theory, legitimacy

致 谢

此书能出版首先感谢我的博士生导师香港城市大学 Daniel Ding 教授,他不仅仅是我学习上的导师,更是我生命转折的恩人。近四年的接触他的宽容和鼓励,才能够让我这样一个资质一般的人获得博士学位。我的学习、工作、生活很多都受到了恩惠。

还要感谢我的家人,尽最大努力给我创造时间让我工作、研究。我那一双儿女虽然工作中给我带来的是麻烦,是时间的占用,可是给我带来的快乐是难以取代的。而且做好榜样的动力也一直激励着我要尽我能努力向前,做好工作。感谢我多年的同事,在工作中的帮忙和相助。虽然是同事,但是我们的相处和亲人又有什么差异呢?

感谢上海金融学院、国家自然科学基金项目:私募股权投资机制下企业家精神的研究:结构化视角(编号:71102001)、教育部人文社会科学研究项目:制度环境对我国企业国际企

业家精神的影响机制研究(编号:10YJC630323),上海市教委
科研创新项目对出版的支持。

杨海儒

2015 年 5 月 13 日

List of Table

- Table 1. 1 Key stages in Chinese policy development
- Table 2. 1 A chronicle of international entrepreneurship definitions
- Table 2. 2 Influence of Organizational factors on international entrepreneurship
- Table 2. 3 Influences of Strategic Factors on International Entrepreneurship
- Table 2. 4 Influences of Environment Factors on International Entrepreneurship
- Table 3. 1 Summary of Study Hypotheses
- Table 4. 1 Descriptive Statistics for the 212 Sample Firms
- Table 4. 2 Models Fit Indexes
- Table 4. 3 Confirmatory Factor Analysis of Measures
- Table 4. 4 Discriminant Validity

Table 4.5	Composite Reliability and Average Variance Extracted Estimates for Major Constructs
Table 5.1	Descriptive Scores and Zero- Order Correlation Coefficients
Table 5.2	Results of Direct Effects
Table 5.3	Results of Tests for Mediation by International Entrepreneurship
Table 5.4	Results of Tests for Mediation by International Entrepreneurship
Table 5.5	Results of Tests for Inverted U-shaped Relationships
Table 5.6	The Summary of the Results

List of Figure

- Figure 1.1 Research Framework
- Figure 1.2 Research Process Flowchart
- Figure 1.3 The Organization of the study
- Figure 4.1 The Mechanism of Mediating Effects

TABLE OF CONTENTS

ABSTRACT	1
List of Table	1
List of Figure	1
Chapter 1 Introduction	1
1.1 International Entrepreneurship — a Brief Review	1
1.2 Research Questions	3
1.3 Research Settings	6
1.4 Research Methodology	11
1.5 Outline of the Study	12
1.6 Chapter Summary	13
Chapter 2 Literature Review	17

2.1	Literature Review of International Entrepreneurship Theory	18
2.1.1	Uppsala Internationalization Theory	18
2.1.2	Network Theory	23
2.2	International Entrepreneurship Theory	25
2.2.1	International Entrepreneurship	25
2.2.2	Definition and Domain of International Entrepreneurship	30
2.2.3	International Entrepreneurship in this study	35
2.3	Research Streams on International Entrepreneurship	38
2.3.1	Organizational Factors	38
2.3.2	Environmental Factors	41
2.3.3	Strategic Factors	43
2.3.4	Summary of Research Streams	44
2.4	Chapter Summary	45
 Chapter 3 Theoretical Framework and Hypotheses ...		56
3.1	Theoretical Framework	57
3.1.1	Institutional theory in international entrepreneurship	57

3.1.2	Organizational learning in international entrepreneurship	61
3.2	Development of the hypotheses	64
3.2.1	The antecedent of international entrepreneurship	64
3.2.2	The mediating effects: international entrepreneurship in exploitative and exploratory learning	69
3.2.3	The effects of exploitative and exploratory learning in performance	73
3.3	Chapter Summary	76
Chapter 4	Research Methodology	79
4.1	Sample	79
4.2	Data Collection	81
4.2.2	Final Data Collection	83
4.3	Measures	85
4.3.1	Measures of International Entrepreneurship	86
4.3.2	Measures of Exploitative and Exploratory Learning	89
4.3.3	Measures of Internationalization of Organiza-	

tional Field	91
4.3.4 Measures of Performance	91
4.3.5 Control Variables	93
4.4 Validity and Reliability of the Constructs	94
4.4.1 Content Validity	95
4.4.2 Convergent Validity	95
4.4.3 Discriminant Validity	97
4.4.4 Composite Reliability and Average Variance Extracted	98
4.5 Analysis Methods	99
4.5.1 Analysis Techniques	99
4.5.2 Multicollinearity Problem	101
4.5.3 Another Analysis Methods	102
4.6 Chapter Summary	103
 Chapter 5 Results and Hypotheses Testing	111
5.1 Mean Scores and Correlation Coefficients	111
5.2 Tests of Direct Effect and Mediating Effects (H1 to H5)	112
5.2.1 Tests of Direct Effect (H1, H2 and H4)	112
5.2.2 Tests of Mediating Effects (H3)	114

5.2.3 Tests of Mediating Effects (H5)	117
5.3 Tests of Invert U-shape (H6 and H7)	119
5.4 Chapter Summary	121
 Chapter 6 Discussion, Implications, Limitations and	
Future Research	128
6.1 Discussion of Results	129
6.2 Contributions	134
6.3 Implications	136
6.4 Limitations and Directions for Future Research	
.....	137
6.5 Conclusions	140
 References	142
Appendix 1	173
Appendix 2	180

Chapter 1

Introduction

This chapter lays the foundation for this study. After a brief review of the international entrepreneurship, research gaps will be identified. Two research questions and the theoretical model will be proposed. I will also explain why the research was carried out in China. Research methods including data collection and analysis method and the outline of this study are presented.

1.1 International Entrepreneurship — a Brief Review

With the globalization of the world economy, international entrepreneurship has received more attention over the past decade (Brush 1993, 1995; Hitt & Bartkus, 1997; Hisrich et

al. , 1996 ; Zahra & George 2002). Particularly , in China , the biggest emerging market , with its “ Open Door ” policies after 1978 and accession to the World Trade Organization (WTO) in 2001 , its integration with the global economy has been at an accelerated pace . Currently , internationalization is of paramount importance to Chinese firms .

Extant research in international entrepreneurship explores the organizational factors such as top management team's characteristics (Bloodgood , Sapienza & Almeida , 1996 ; McDougall & Oviatt , 1996 ; Oviatt & McDougall , 1995) , and firm resources (Oviatt & McDougall , 1995) as antecedents of international entrepreneurship . There have also been investigations into the influence of strategic factors such as generic strategy (McDougall , 1989 ; Oviatt & McDougall , 1995) and functional strategy (Bloodgood , Sapienza & Almeida , 1996 ; McDougall , 1989) on international entrepreneurship . However , these studies focus only on the technical and organizational level without mentioning institutional level (Parsons , 1960 ; Petit , 1960) .

Organizations are in an open system instead of a closed-system (Petit , 1960) . They have to survive in their institutional environment and attempt to secure legitimacy (Thompson , 1967) . According to neoinstitutional theory , organization