

Chapter 8

A Comprehensive Entrepreneurship Model for the Internationalization of Green Innovation Businesses

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ABSTRACT

The objective of this chapter is to analyze the functioning of an integral model of entrepreneurship in green innovation business (GIB) that is currently emerging and in the process of internationalization. Therefore, this work aims to study the central perspectives of technology that are based on the phenomenon of entrepreneurship and thus develop a strategy that adapts to companies with an ecological basis to achieve internationalization. This chapter analyzes a particular company that specializes in ecological biomineral organic fertilizer, where no chemical product is used to produce the composition; everything that is marketed is made up of a base of organic minerals and other organic compounds.

INTRODUCTION

Currently, there is a new business model which has as the objective to be eco-efficient. Eco-efficiency is defined as the production of products and services at competitive prices that meet human needs and provide quality of life, while the ecological consequences and the use of numerous resources during the life cycle are progressively reduced. level equivalent, at least, to the estimated capacity of the planet (World Business Council for Sustainable Development, 1991).

On the other hand, it is mentioned that eco-efficiency has the purpose of establishing production of manufactured products of high durability, reducing the intensity in the application of energy for the production of goods and services, maximizing the use of raw materials, managing and disposing of hazardous materials and waste in an efficient and environmentally acceptable manner, have management

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systems and environmental quality, as well as procedures in occupational safety and health, among other provisions, that will bring them financial benefits and competitiveness (Cantú, 2008, page 78).

In both definitions, the authors agree that eco-efficient companies should have as their main objective, to develop quality products at competitive prices, as well as to reduce the environmental impact of producing or offering their products and services. Castro (1998) mentions that eco-efficiency aims to address three relevant aspects that correspond to 1) the total quality, which involves productivity and quality in the company, 2) the preservation of the environment, which is related to sustainable development; 3) occupational health and safety (Castro, 1998).

A COMPREHENSIVE ENTREPRENEURSHIP MODEL OF GREEN BUSINESS INNOVATION (GBI)

Entrepreneurship, inclusiveness, civil and culture are variables that have complex but straightforward linkages and processes among them and much is still unknown. The last few years have witnessed the generation of extensive theoretical and empirical literature on entrepreneurship and its impact at the levels of regional and firm economic performance (Holmes and Schmitz, 1990; Evans and Leighton, 1989). However, when linking entrepreneurship to the variables of inclusiveness and civil culture, the literatures is inexistent. There is a relative void, despite some recent efforts to study the relationship between entrepreneurship in some other related fields beyond economic growth, which may be attributable to the lack of theoretical frameworks.

However, some studies conducted in economic development have shown reversed causality influencing entrepreneurial activities (Ortega-Anderezand, and Lai, 2017). Entrepreneurial activities tend to be overestimated in regions where there are start-ups playing a relevant role while entrepreneurship activities tend to be underestimated in regions where there is a new entrepreneurial formation and the startups are relatively few (Baptista, Escária, and Madruga, 2017).

The role of entrepreneurship in economic development has received attention from researchers showing the impact of entrepreneurship on employment and social development. Entrepreneurial intentions promote entrepreneurial behaviors (Krueger et al., 2000; Veciana et al., 2005; Souitaris et al., 2007). Entrepreneurship activity can be associated with human necessity providing an opportunity to earn money for living, until better alternative opportunities are found on the labor market (Carree and Thurik, 2010).

The concept of entrepreneurship is multidimensional and related to individual willingness, abilities, and activities on their own, in teams and in organizations to make decisions facing obstacles and uncertainty on the use of institutions and resources to create and develop new opportunities (Wennekers and Thurik, 1999). Entrepreneurial opportunities are the result of unemployment the influences start-up activity, the effect of a thriving economy and experience in entrepreneurial activities (Lin, Manser and Picot, 1998; Pfeiffer and Reize, 2000).

Entrepreneurship is the recognition and exploitation of opportunities leading to the creation and development of a firm (Aragon-Sanchez, Baixauli-Soler, Carrasco-Hernandez, 2017). Moreover, entrepreneurial intentions predict entrepreneurial behaviors, according to the theory of planned behavior (Ajzen, 1991). Entrepreneurial activity creates opportunities to influence economic performance (van Stel, Carree and Thurik, 2005) such as entering the markets with new production processes and products (Acs and Audretsch, 2003). Among the entrepreneurial models there is evidence that the entrepreneurial intentional models (Krueger et al., 2000) supports the theory of planned behavior.

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