

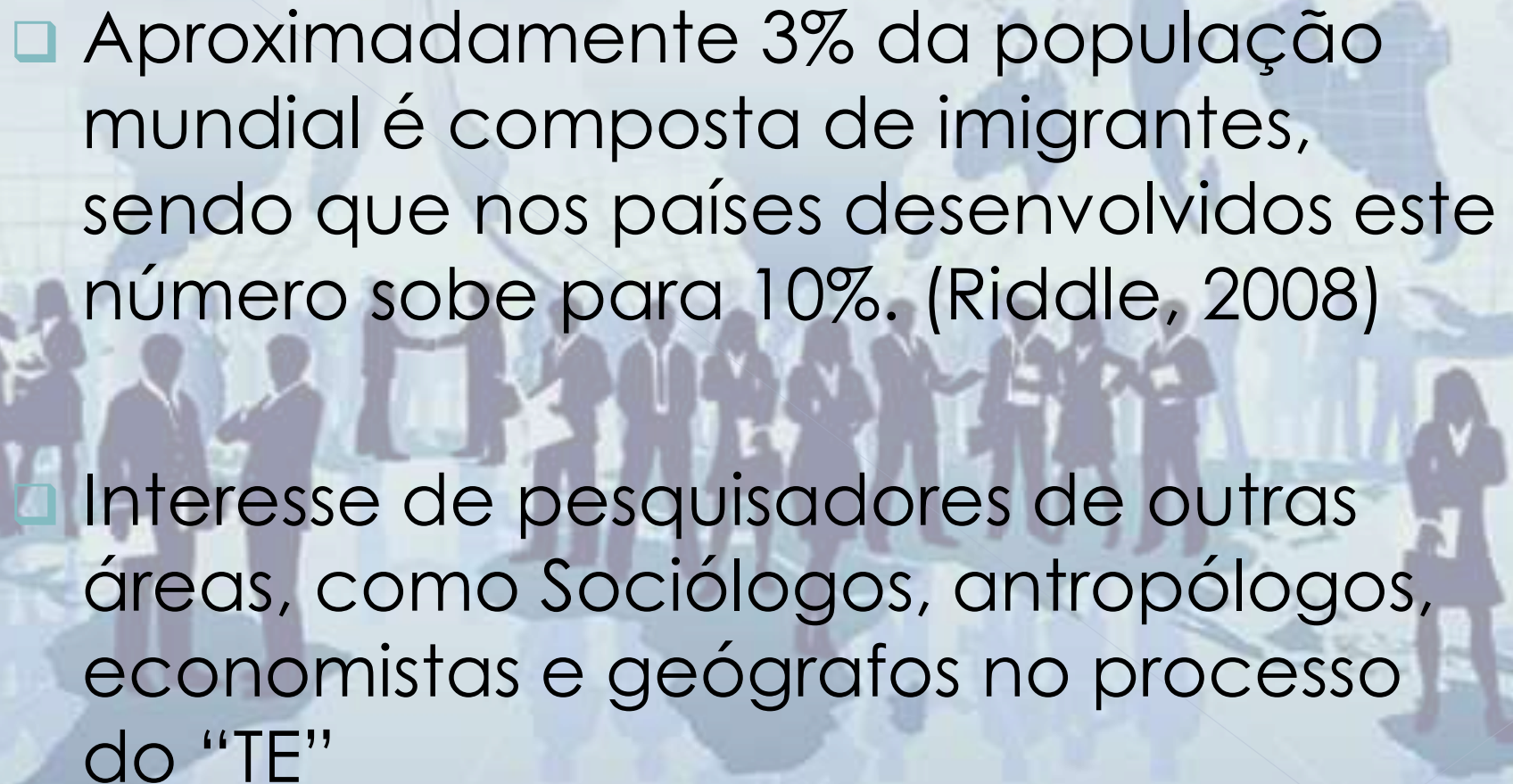
# **Empreendedorismo Transnacional: Um Campo de Estudo Emergente**

**Israel Drori, Benson Honig e Mike Wright**

Por Ricardo Moura – Aluno da UFF  
de Relações Internacionais

## ➤ A Pesquisa

- ❑ Procura estudar e discutir como, quando e o porquê de empreendedores e/ou empresas buscarem novas oportunidades em outros países, por vezes em áreas aparentemente menos atrativas do que em seus países de origem

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- ❑ Aproximadamente 3% da população mundial é composta de imigrantes, sendo que nos países desenvolvidos este número sobe para 10%. (Riddle, 2008)
  - ❑ Interesse de pesquisadores de outras áreas, como Sociólogos, antropólogos, economistas e geógrafos no processo do “TE”

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- ❑ Empreendedorismo Internacional x Empreendedorismo Transnacional
  - ❑ “Empreendedorismo Étnico”:
    - “Minorias Intermediárias”
    - “Empreendedores de enclave”
  - ❑ Empreendedores retornando ao país de origem

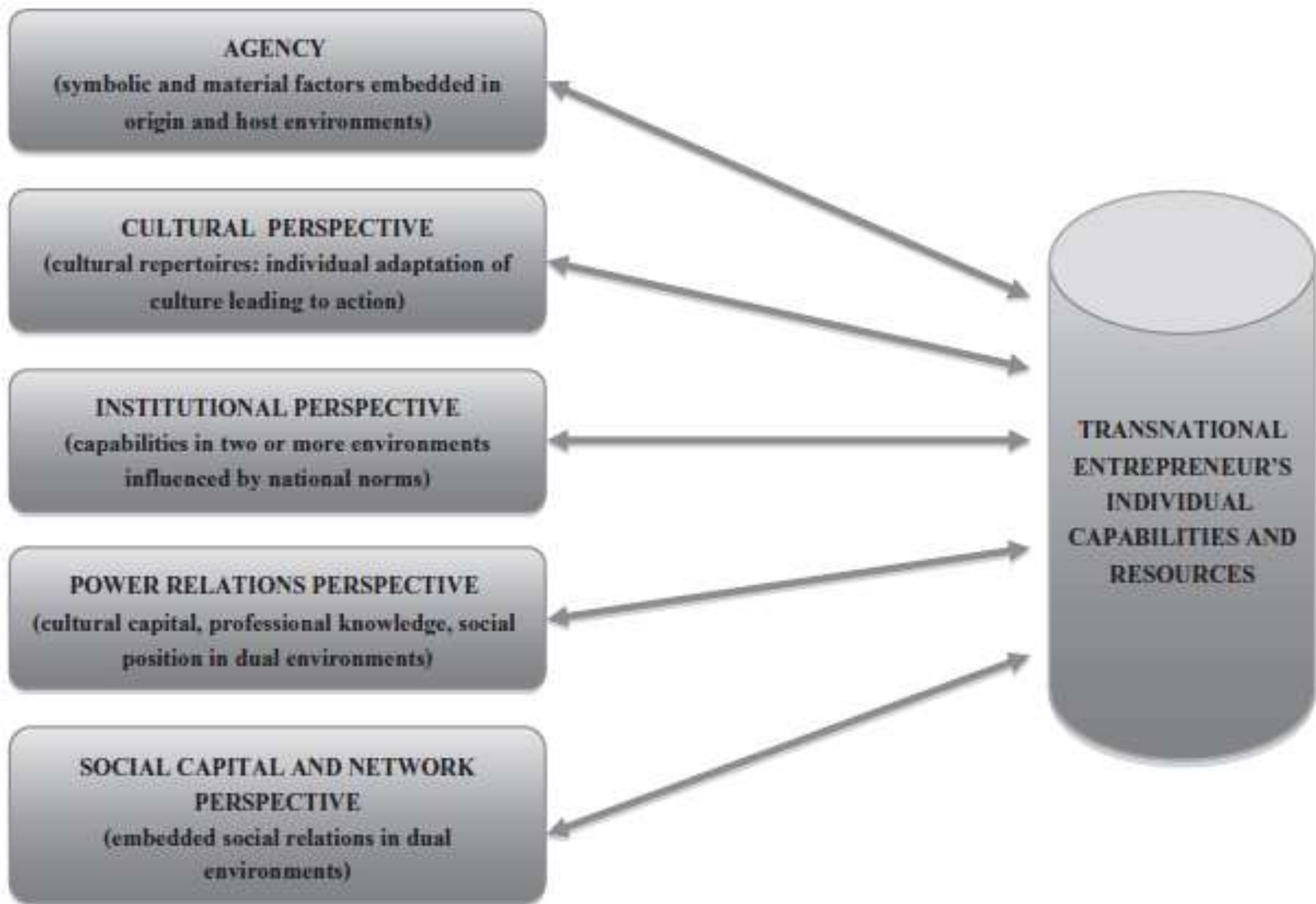


Table 1

## Characteristics of Transnational Entrepreneurs (TEs), International Entrepreneurs (IEs), Ethnic Entrepreneurs (EEs), and Returnee Entrepreneurs (REs)

	IEs	EEs	REs	TEs
Definition	The study of entrepreneurial activities that cross national borders (McDougall & Oviatt, 2000)	Entrepreneurs whose group membership is tied to a common cultural heritage or origin, and are known to out-group members as having such traits (Kloosterman et al., 1998; Rath & Kloosterman, 2000; Yinger, 1985)	Scientists and engineers returning to their home countries to start up a new venture after several years of business experience and/or education in another (developed) country	Entrepreneurs that migrate from one country to another, concurrently maintaining business-related linkages with their former country of origin and currently adopted countries and communities
Type of entrepreneur	Team or individual; export/internationally oriented; frequently native national	Immigrant; often with distinctive language and customs; engaged in formal, informal, or illegal self-employment and/or businesses in adopted country	Individual, or possibly team; export/internationally oriented and often high-tech; engaged in business creation in home country	Immigrant engaged in two or more socially embedded environments; maintaining global relations enhancing creatively and maximizing their resource base
Primary research questions	What processes account for the evolution of new international markets? How do entrepreneurs overcome liabilities of newness and foreignness? How and why do some firms engage in early stage of international growth?	What is the process of immigration, assimilation, and adaptation of ethnic individuals and communities?	How is the human and social capital brought back by REs used as a platform to enable ventures created in the home country to develop export operations? How do returning entrepreneurs with experience abroad help fill entrepreneurship deficits to enable local firms to grow?	Why, how, and when do individuals and/or organizations pursue new business ventures, often in far less attractive environments, while relying on abilities and opportunities stemming from the exploitation of resources, both social and economic, in more than one country?

# Factors Influencing Transnational Entrepreneurship and Their Outcomes



## ➤ Conclusão

- ❑ Empreendedores transnacionais devem ser pessoas capazes de "operar em dois mundos diferentes", tendo que estar envolvido em duas sociedades e culturas distintas, devendo usar esta combinação para tomar vantagens e observar oportunidades que passam despercebidas aos demais empreendedores.
- ❑ Uma série de fatores derivados do "funcionamento" do país "hóspede" deve ser levada em conta pelo empreendedor transnacional, sempre aliando-se a redes de informação com intuito de ampliar sua capacidade e conhecimento individual, além de recursos para seu empreendimento.