

VORTRAG

Prof. Dr. Beate Cesinger, New Design University – Privatuniversität St. Pölten

Datum: Donnerstag, 01. Dezember 2016

Zeit: 17.30 - 19.00 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum TC.4.18



International Entrepreneurship: The Intersection of Two Research Paths

Prof. Dr. Beate Cesinger's research focuses on entrepreneurial internationalization. Guided by a behavioral theoretical perspective her research in International Entrepreneurship concentrates on questions of how context affects process, performance, and firm competitiveness in varying types of entrepreneurial enterprises. Her research has been published in international scientific journals such as Journal of World Business or Journal of Business Research

Prof. Dr. Cesinger will present two research papers illustrating the diversity of the phenomenon of entrepreneurial internationalization ranging from family firms to Born Globals and how entrepreneurial internationalization confirms or contradicts traditional internationalization models. One paper thereby applies the fuzzy set qualitativ analysis, a comparatively new methodological approach in Management research.