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ENTREPRENEURSHIP IN THE ERA OF GLOBALIZATION

The present times are that of globalisation. Globalisation as a process of social change can be understood as the linking and interconnecting of the domestic/national/regional economy with that of global/international economy. Related with the term globalisation are two terms liberalisation and privatisation. Liberalisation on one hand is making the external economic sector more liberal so to attract foreign direct investments and foreign market players, privatisation basically means to “slim down” the economic entity so as to earn more profit and then there is a shift from public ownership to private ownership.

The performance of any economic activity in today’s era of globalisation is completely different from what it used to be. Nowadays, the industrialist, factory owner, worker and entrepreneurs have been constantly updating their production and marketing technique along with facing new challenges. These emerging issues in form of challenges have deeply affected the way business is being done in today’s times. Subsequently, both the entrepreneur and entrepreneurship are undergoing changes both in terms of conceptual understanding and empirical practice.

The main objective of this paper is to outline the same changes.

As part of their growth strategy, many small firms go global and orient themselves more and more internationally in era of globalization. SMEs (small and medium enterprises) need to adopt strategic decisions to try to succeed in international markets. However, in this adoption, the role of the individual entrepreneur is salient for most SMEs. Therefore, personal motivation and intention to internationalize is also a relevant field of study.

Acs and Terjesen's born-local theory states that most small firms need support in the form of intermediated internationalization as they typically lack previous global exposure. Understanding the entrepreneur's decision to "go global" involves the need to study the cognitive elements of the entrepreneurial decision-making process. At the same time, the influence of contextual variables (be them cultural, institutional geographic) is also relevant, as individual decision is surely affected by these elements.

The advantages of "globalization" are that it provides a wide range of markets to large corporations. It also provides them with a source of cheap labor. From a purely economics point of view, it is the most efficient form of allocation: each country can "specialize" in what they do best. In theory, overall the most efficient prices should result. All nice economic theory. Let us look at it from the perspective of a 1-st world economy.

Individuals and small businesses may benefit from lower prices on foreign produced goods. The "Walmart" phenomenon is an example. Cheap foreign goods help raise individuals' standard of living. But this is a double edged sword.

Small businesses may have a hard time playing on such a large field. The same forces that make sense to large corporations work against smaller businesses. Globalization is difficult on many small businesses, creating lots of competition and often resulting in severe economic problems.

Globalization is also difficult on a workforce. The competition becomes global, and there is always someone willing to do the same work for less. As a result, there is a lot of downward wage pressure, and inevitable dislocation as "offshoring" and "right-sizing" take place. This benefits the large corporate employer.

In the end, I would like to add that entrepreneurship in the era of globalization is quite an important area of activity for business professionals. With advantages and disadvantages, entrepreneurship increases competition in the global market, which contributes to economic growth, social needs and lives of people. Therefore, this is

one of the most important industries that should be promoted in the era of globalization.

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