



# Entrepreneurship Lecture 6

## Global Environment for Entrepreneurship

Lecturer: Jonathan Lampatar Siregar

# Ecopreneurship

Kuratko, 2017 stated that 21<sup>st</sup> century major issue is related to environmental concerns.





# ECOVISION

Leadership style that encourages people and the organization tend to be aware and care of the environment

Kuratko, 2017

# Triple Bottom Line

Important tool to support sustainability goals. (Kuratko, 2017)

1. Profit.
2. Planet.
3. People.

# Profit – Economic Performance

1. Income
2. Cash outflows
3. Employment distribution
4. Job growth

# Planet – Environmental Performance

1. Electricity consumption
2. Waste management
3. Fossil fuel consumption

# People – Social Performance

1. Unemployment rate
2. Poverty
3. Criminal problems



# BENEFIT CORPORATION

Public-focused enterprises  
“SOCIALLY SUSTAINABLE ENTERPRISES”

Kuratko, 2017

# Benefit Corporation (Kuratko, 2017)

1. Purpose: Social impact and positive impact on environment
2. Accountability: Best interest on employees, the society, and the environment
3. Transparency: Annual public report related to overall social and environmental performance that comply to the standard



# GLOBAL ENTREPRENEURS

1. Open-minded
2. Opportunity-minded
3. Flexible and “breakthrough”

Kuratko, 2017



# GLOBAL THINKING

People from around the world can be a consumer for our product and service.

Kuratko, 2017



# DIASPORA NETWORKS

Relationships between ethnic groups that share cultural and social norms.

Kuratko, 2017

# Diaspora Networks (Kuratko, 2017)

Advantage:

1. They able to spread the information across border faster
  2. A bond of trust
  3. Connections that help entrepreneurs collaborate
- “hyper connectivity”

# Global Organizations and Agreements

1. The World Trade Organization, Geneva: International trading system
2. The North American Free Trade Agreement (Canada, Mexico, and United States): Eliminates trade barriers.
3. European Union: Economic and political union of 27 member states which are located in Europe.



# GOING INTERNATIONAL

Importing → taking the goods from other countries for domestic consumption



# GOING INTERNATIONAL

Exporting → sending the domestic goods to other countries for their consumption

# INTERNATIONAL ALLIANCES

Three strategic alliances:

1. Informal international cooperative alliance  
→ No need legal entity, low commitment, and low involvement.

Kuratko, 2017

# STRATEGIC ALLIANCES

2. Formal international cooperative alliance  
→ No need legal entity, moderate commitment, and formal contract.

Kuratko, 2017



## STRATEGIC ALLIANCES

### 3. International Joint Venture

→ Legal entity, deep involvement, and high commitment.

Kuratko, 2017

# LICENSING

1. Patents: Exclusive right.
2. Trademarks: Sign, recognition.
3. Technical know-how: It depends of security of secrecy agreements.

Kuratko, 2017

# INTERNATIONAL THREATS AND RISKS

1. Lack of information: Tackle the unfamiliarity
2. Restriction: Demands from host countries
3. Political risks: Unstable governments, disruption, political ideological

Kuratko, 2017

# Reference

Kuratko, D., 2017. *Entrepreneurship: Theory, Process, Practice*. 10th ed. Canada: Cengage Learning.



thank you

Jonathan Lampatar Siregar

[jonathanls@jiu.ac](mailto:jonathanls@jiu.ac)