The Impact of Network Knowledge Combination on SMEs’ Business Creation in Foreign Markets

Daniel Tolstoy

Small and medium-sized enterprises (SMEs) face numerous challenges to stay competitive in the international marketplace. They have to align their business models to suit the needs and wants of customers in different markets. The competitive landscape is characterized by an ever-changing business environment where firms must continually create new business solutions.

In the globalized world, SMEs often have to adapt to the competition of larger, more affluent firms. To meet these challenges, firms must continually counter the competition of customers in different markets. They have to align their business models to suit the needs and wants of customers in different markets. The importance of network knowledge cannot be underestimated in this context.

Network knowledge, as suggested in the network literature, is identified as a primary driver of entrepreneurial opportunities for SMEs. The findings support the view that network knowledge can be used as an opportunity for firms to engage in new business ventures.

Networking in the field of entrepreneurship involves the ability to intersect knowledge bases for business creation, SMEs often have to reach outside themselves for creative input. This thesis contends that international entrepreneurship can be fostered in constellations of firms and individuals in need of creative input.

Relationships across national borders provide multiple avenues for international entrepreneurship. The findings support that entrepreneurial networks can be used as an opportunity for firms to engage in new business ventures.

Whereas larger firms can tap into extensive internal knowledge for their entrepreneurial efforts, SMEs often have to reach outside themselves for creative input. This thesis contends that international entrepreneurship can be fostered in constellations of firms and individuals in need of creative input.