

Volume 9 Number 2

Fall 2013

ISSN: 1553-5495



Journal of Global Business and Technology

SELECTED CONTENTS

INNOVATION FOR ENTREPRENEURSHIP: IS NEW TECHNOLOGY A DRIVING MECHANISM FOR THE CREATION OF A FIRM?

Maria Markatou and Yannis Stournaras

THE STRATEGIC IMPLICATIONS OF ALLIANCES FOR THE INTERNATIONALIZATION OF FIRMS IN EMERGING COUNTRIES: THE CASE OF TOTVS

T. Diana L. van Aduard de Macedo-Soares and Sylvia Moraes

INHIBITING FACTORS FOR KNOWLEDGE TRANSFER IN INFORMATION TECHNOLOGY PROJECTS

Ramesh Babu Paramkusham and Jean Gordon

PROFILING NON-USERS OF E-GOVERNMENT SERVICES: IN QUEST OF E-GOVERNMENT PROMOTION STRATEGIES

Mercy Mpinganjira and Phineas Mbango

DOES POLITICAL RISK AFFECT THE FLOW OF FOREIGN DIRECT INVESTMENT INTO THE MIDDLE EAST NORTH AFRICAN REGION?

Ritab Al-Khoury and M. Umaima Abdul Khalik

In Cooperation with the Global Business and Technology Association



Journal of Global Business and Technology *Volume 9, Number 2, Fall 2013*

The Journal of Global Business and Technology

Volume 9, Number 2, Fall 2013



Azerbaijan Diplomatic Academy
School of Business

Publication Details

Two issues per volume

ISSN: 1553-5495

© Copyright

The copyright of all material published in the journal is held by the Global Business and Technology Association, Inc.

Website

Further information, including subscription details, are available on the Global Business and Technology Association website at: www.gbata.org

The Journal of Global Business and Technology, in cooperation with the Global Business and Technology Association and sponsored by the Azerbaijan Diplomatic Academy School of Business, Baku, Azerbaijan, has been listed with [1] Cabell's Directory, [2] EBSCO's Academic Search, and [3] ProQuest's ABI Form.

TABLE OF CONTENTS

<i>Nejdet Delener</i>	Editorial	<i>iii</i>
<i>Nejdet Delener</i> <i>Chiang-nan Chao</i>	Note from Editors	<i>vii</i>
	Editorial Board and Reviewers	<i>viii</i>
<i>Maria Markatou</i> <i>Yannis Stournaras</i>	INNOVATION FOR ENTREPRENEURSHIP: IS NEW TECHNOLOGY A DRIVING MECHANISM FOR THE CREATION OF A FIRM?	1
<p><i>Abstract: Research on the creation of new firms and its determinants and origins has typically focused either on industry-level factors, such as market structure and technology regime, or on individual-level factors, such as the work experience of entrepreneurs. This study expands these approaches by examining the relation-ship between new technology and new firm creation in Greece. In this context, this study examines whether and how new technology, as described by the grant of one or more patents, could be a real incentive and a driving mechanism for new firm formation. The analysis shows that more than 10% of Greek firms with one or more patents during the period 1988-2012 use their first patent for the rise of their entrepreneurial activity and the establishment of a new firm. Relating this result to other parameters, this paper could end up to useful results with possible implications to entrepreneurship, technological development and regional planning.</i></p>			
<i>T. Diana L. van Aduard</i> <i>de Macedo-Soares</i> <i>Sylvia Moraes</i>	THE STRATEGIC IMPLICATIONS OF ALLIANCES FOR THE INTERNATIONALIZATION OF FIRMS IN EMERGING COUNTRIES: THE CASE OF TOTVS	12
<p><i>Abstract: The aim of this article is to present the results of research which identified opportunities created by the alliances formed by Totvs, a leading Brazilian firm, to further its internationalization. The study adopted a relationship network perspective using relational constructs. The results suggest that alliances generate more opportunities than threats for Totvs's international expansion, with the most important being those entered into franchises with resellers and into agreements with suppliers. This article seeks to contribute to research on the influence of alliances on firms' internationalization using a network theory approach and also provide support for strategic decision-making regarding alliance management in a global context.</i></p>			
<i>Ramesh Babu</i> <i>Paramkusham</i> <i>Jean Gordon</i>	INHIBITING FACTORS FOR KNOWLEDGE TRANSFER IN INFORMATION TECHNOLOGY PROJECTS	26
<p><i>Abstract: Information technology (IT) projects have been known for the high failure rates caused due to multitude of factors ranging from project dynamics, project environment to flexibility and fluid building blocks of these projects (Keith & Demirkon, 2009; Pretorius & Steyn, 2005; Shwalbe, 2010). The work in this paper following a qualitative methodology, based on six IT projects implemented in the last five years in the USA, identified inhibiting factors that influence them negatively. The results indicate that the knowledge transfer initiatives could help the IT projects to improve the overall performance. The research also helps in synthesizing convergence solutions to IT projects in creating innovative methods to minimize project risks.</i></p>			
<i>Mercy Mpinganjira</i> <i>Phineas Mbango</i>	PROFILING NON-USERS OF E-GOVERNMENT SERVICES: IN QUEST OF E-GOVERNMENT PROMOTION STRATEGIES	37

TABLE OF CONTENTS

Abstract: Developments in information technologies are providing great opportunities for organizations to diversify their service delivery channels. The success of these channels however largely depends on their acceptance by intended users. This paper aimed at profiling non-users of e-government services in an effort to explore factors that need addressing in trying to promote usage of the channel. Data used in the analysis was collected from 161 non-users of government services using a structured questionnaire. The results show that while lack of experience in using the internet may be a contributing factor to non-usage of e-services, the majority of non-users were experienced enough with the internet. The respondents were however found not to have very strong favorable attitude towards e-government services. The results showed no significant relationship between demographic factors and non-users attitude. The results provide useful insights for promoting use of the internet as a channel for accessing government services.

<p>Ritab Al-Khoury M. Umaima Abdul Khalik</p>	<p style="text-align: center;">DOES POLITICAL RISK AFFECT THE FLOW OF FOREIGN DIRECT INVESTMENT INTO THE MIDDLE EAST NORTH AFRICAN REGION?</p>	<p>..... 47</p>
---	---	-----------------

Abstract: Given the political risk in the Middle East North African (MENA) region, this research aimed to unveil the importance of the different components of political risk on the change in foreign direct investment (FDI), controlling for other types of risks and macroeconomic factors. Furthermore, we look at whether there are differences in the factors that affect FDI between rich and poor countries in the region. Fixed effect and random effect dynamic models are applied on a sample of 16 MENA countries over the period 1984 - 2011. Taking all countries together, we find, as hypothesized, that agglomeration, market size, and political risk are significant and positively related to FDI. Additionally, among the 12 political risk components, the level of corruption and the level of external conflict have close association with FDI flows. FDI motives, however, vary greatly between rich countries and the non-rich countries in the MENA region.

	<p>Manuscript Guidelines</p>	<p>..... 60</p>
	<p>JGBAT Subscription Forms</p>	<p>..... 63</p>
<p>The Economist</p>	<p>Event Announcement</p>	<p>..... 65</p>



Join the Global Business and Technology Association at *The Economist's* **The World in 2014 Summit**, December 5 in New York City. GBATA has partnered with this event and secured a **20% discount** on tickets. Just enter our promo-code: **EMPMPGBT**

Hear from a noteworthy lineup of experts who will tackle today's most pressing issues:

- Henry Kissinger, Founder and chairman of Kissinger Associates
- Biz Stone, Twitter Co-founder and co-founder and chief executive of Jelly Industries
- Angela Ahrendts, Chief executive, Burberry
- Martin Giles, US technology correspondent, The Economist
- Josef Ackermann, Former chief executive, Deutsche Bank & former chairman, Zurich Insurance Group Ltd

As social, political and economic trends cause dramatic shifts in both the US and globally, decision makers must be more aware than ever about the impact these changes could have on business. This one-day event will provide you with the insight you need to succeed in 2014.

SAVE 20% on your ticket and register with our code, **EMPMPGBT**
For more information, visit **worldin.economist.com**.