

Micro-multinational or not? International entrepreneurship, networking and learning effects

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Abstract

Micro-multinational enterprises (mMNEs) represent a new breed of smaller firms in the field of international entrepreneurship. This study investigates the effects of the three sets of variables, namely international entrepreneurship (which encompasses innovativeness, proactiveness and risk-taking propensity), networking and learning on the probability that a firm will become a MNE. Drawing upon a survey of the activities of 116 Chilean internationalized small- and medium-sized firms and utilizing a logistic regression analysis, this study suggests that risk-taking propensity and networking with domestic and international partners increase the likelihood that the firm will become a mMNE. Our findings confirm the predictive validity of the international entrepreneurship and networking perspectives. Because of the positive association between mMNEs and international performance, the suggestions for management of internationalized firms are to nurture a risk-taking propensity and cultivate a networking orientation.

Keywords

- Micro-multinationals;
- International entrepreneurship;
- Networking;
- Learning;
- Chile