

INTERNATIONAL ENTREPRENEURSHIP- INTERNATIONAL /VERSUS DOMESTIC ENTREPRENEURSHIP

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ABSTRACT

International entrepreneurship is the process of an entrepreneur conducting business activities beyond national boundaries. It may consist of exporting, licensing, opening a sales office in another country. One hundred and eighty eight new ventures firms in the computer and communications equipment manufacturing industries are classified according to the percentage of their sales in the international market. Carrying out the activities of international business and its management is far-more difficult than conducting a domestic business. Due to changes in political, economic, socio cultural environment across the nations, most business entities find it difficult to expand their business globally.

INTRODUCTION

International entrepreneurship is the process of an entrepreneur conducting business activities beyond national boundaries. The term international entrepreneurship was originally related to the way technological advances and cultural awareness allowed new ventures to access untapped foreign markets. Innovative encompasses the value-seeking component, as firms leave their home country to seek out new opportunities in unknown or unexplored markets.

IMPORTANCE OF INTERNATIONAL ENTREPRENEURSHIP

- 1) Companies which are incurring high level of fixed costs can lower their manufacturing costs by spreading these fixed costs over long number of units by selling their products in global market.

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- 2) Internationalization of business will teach entrepreneur how to cultivate habit of customer ly important to firm's relation management (CRM).
- 3) International business has become increasingly important to firms of all sizes.
- 4) The successful entrepreneur will lay someone who understands how international business differs from domestic business and in able to act accordingly.

RESEARCH METHODOLOGY

The paper is based on information collected from research papers and on secondary data collected via internet.

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Although there is a similarity between international and domestic entrepreneurship about cost, sales and profit sale. The variation of relative factors such as Economic, Politics, Culture and Technology that differentiate Domestic from international entrepreneurship.

- **CURRENCY**

Domestic business deals in the currency of the country in which it operates. On the contrary, the international business deals in the multiple currencies.

- **AREA**

The area of operation of the domestic business is limited, which is the home country. On the other hand, the area of operation of an international business is vast, i.e. it serves many countries at the same time.

- **RULES AND LAW**

Domestic Business has few restrictions, as it is subject to rules, law taxation of a single country. As against this, international business is subject to rules, law taxation, tariff and quotas of many countries and therefore, it has to face many restrictions which are barriers in the international business.

- **BALANCE OF PAYMENTS**

A country's balance of payments affects the valuation of its currency. This economic variable will affect how companies do business in other countries.

- **TECHNOLOGICAL ENVIRONMENT**

Technology varies significantly across countries .New products in a country are created based of the conditions and infrastructure of that country.

- **PRICING**

In domestic business same price is charged for similar products and price differentiation is carried out in international

- **CULTURAL SENSITIVITY**

Entrepreneur operating at national level should understand cultural issues persisting in home country and at international level, he has to understand and manage cultural diversity of customers as well as employees in company.

CONCLUSION

To become a successful player in the international market firms need to plan their business strategies as per the requirement of the foreign market. International entrepreneur has become an important research domain, which is gaining in quantity and quality.

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