Les réseaux permettent aux PME de compenser la faiblesse de leurs potentialités en leur donnant accès à des ressources complémentaires de toutes natures, en leur fournissant compétences, informations et conseils nécessaires et en leur servant souvent de marché pour leurs produits et services. Le présent travail s’attelle à la tâche d’explorer la relation entre l’appartenance des PME aux réseaux et la clarification de la vision de leurs dirigeants. Sur la base d’un rappel des fondements théoriques des réseaux et de la vision, ce papier propose une typologie des relations entre la vision des dirigeants et le réseau d’appartenance. Quatre types de relations y sont présentés : myopie réticulaire, vision réticulaire, vision cloîtrée et enfin, réseau visionnaire.
La PME familiale, de part ses caractéristiques fondatrices, semble être une organisation fermée, hermétique et rigide. Schématiquement, deux caractères majeurs inhérents à cette entité constituent des entraves à l'apprentissage organisationnel. Les répercussions du conservatisme et de l'orientation indépendance sur les processus d'apprentissage et de développement de la connaissance méritent d'être analysées. Cette analyse constituera le préalable au développement de propositions relatives aux spécificités des PME familiales relativement à la connaissance organisationnelle. D'abord, les activités d'apprentissage et de développement de la connaissance stratégique sont centrées autour de la famille qui encourage l'ambiguïté causale. Par ailleurs, au sein de la famille, la connaissance est sauvégardée et pérennisée par un processus de transfert intergénérationnel.
PROMOTING ENTREPRENEURSHIP IN NON-ENTREPRENEURIAL SOCIETIES

The entrepreneurship literature is concerned with defining and understanding entrepreneurship assuming an entrepreneurial individuals and environment. It ignores the case where the whole society may not possess entrepreneurial qualities. This paper discusses this issue by identifying non-entrepreneurial societies and proposing strategies to promote entrepreneurship.
PARTNERSHIP OR SELF-RELIANCE: THE DECISION FOR CHINESE NEW TECHNOLOGY SMEs IN OVERSEAS MARKETS

Chinese new small- and medium-sized technology enterprises (CNSMTEs) face an important decision when they enter overseas markets. That is, should they work on their own or with partners? Existing theories contradict each other as to the strategic benefits of partnerships. A number of recent studies have been reported on small firms’ partnerships. However, these studies contradict each other to some extent. Some studies emphasize the benefits of partnerships and conclude that partnerships are beneficial for small internationalizing firms. Other studies presented empirical findings that suggest partnerships may not necessarily be the prescription for small- and medium-sized technology firms.

Based on the internalization theory and the relational exchange theory, this study assesses Chinese new small- and medium-sized technology enterprises’ market environments and the internal resources they possess. Internalization theory assumes that a firm has somehow developed firm-specific advantages in its home market before it enters overseas markets. The relational exchange theory, in contrast, indicates that internalization may create serious problems, especially for small firms in high velocity environments. Five hypotheses were developed: (1) The more frequent a CNSMTE’s new products, the fewer partnerships it will have in overseas markets; (2) The shorter the product life span, the more partnerships that a CNSMTE will have in overseas markets; (3) The narrower a CNSMTE’s product scope, the fewer partnerships it will have in overseas markets; (4) The less competent a CNSMTE in managing product promotion, the more partnerships it will have in overseas markets; (5) The less competent a CNSMTE in managing distribution, the more partnerships it will have in overseas markets. Our empirical data support hypotheses 2, 3, 4 and 5 but not 1.

The findings from this study suggest that internalization theory and relational exchange theory are both valid but under different contexts. CNSMTEs prefer partnerships when they do not have sufficient resources to cover heavy investments and high risks across countries. However, partnerships are not desirous for CNSMTEs that operate in small market niches. Small market niches do not require heavy investments and, more importantly, do not have sufficient market opportunities to feed multiple firms. Moreover, CNSMTEs may not survive partners’ opportunistic acts when they rely on small market niches.
OPEN SOURCE SOFTWARE: EMERGING BUSINESS MODELS

Open source software (OSS) is a pervasive and growing global phenomenon. All major software platforms and applications in use today are affected by OSS. Sourceforge.net, one of the popular websites that provides services to the open source projects as a centralized resource for managing projects, issues, communications, and code, hosts more than 100,000 projects and over 1,000,000 registered users worldwide (Fitzgerald, 2006; Dickson, 2006). These projects cover a wide range of interests and applications, and several enjoy extensive support from not only a community comprised of several million registered users, but also several successful businesses and government organizations.

With the increasing diffusion and success of OSS, the “open source” software development model has steadily become a topic of great interest for both researchers and entrepreneurs. This software development model, which relies on a community of software developers and users for development and support, has provided strong and feasible alternatives to several dominant proprietary applications, including those from the stable of software industry giants like Microsoft and Oracle. The promise and potential of “open source” to revolutionize the software development process by changing several fundamental assumptions of traditional proprietary software development models that has attracted several firms and governments worldwide to make strategic investments in the development of OSS projects and communities (Comino & Manenti, 2005; Grand et al., 2004; Noronha, 2003). However, several misconceptions prevail about the characteristics of open source and whether sustainable businesses can be build with OSS (Ghosh et al., 2002). It is still an intriguing thought for many entrepreneurs to consider that this model, where source code is released for the users to analyze, modify and redistribute without any proprietary right restrictions, can lead to sustainable and profitable business models.

In this paper, we focus on the emerging OSS business models. While the importance of other challenges associated with the development of open source software is not underscored, this paper contributes to the existing knowledge by critically analyzing the various open source business models proposed by the researchers. We rely primarily on a review of the existing literature and draw upon it to build a set of business models which encompass the current trends in this field. Our understanding of the OSS business models and their business implications is augmented by detailed study of several OSS based businesses and both formal and informal interviews of entrepreneurs and executives responsible for running some of these businesses. The models presented in this paper are supported with complimentary cases of organizations that have used them successfully. With both business and government organizations increasingly adopting OSS, attention given to OSS related business models and their implications is timely and important. This research provides valuable insight and a platform for detailed research on how to effectively build businesses around OSS.
DEFINING SOCIAL ENTREPRENEURSHIP

Social entrepreneurship has historically been ascribed characteristics of philanthropic and charity models. This paper explores emerging notions of social entrepreneurship that place increasing importance on business and social development that is sustainable.
FACTORS INFLUENCING THE DECISION TO SHOP ONLINE

The Internet is revolutionizing marketing and trade. As the Internet is essentially a global medium, it is one of the most significant and the greatest marketing tools for the global marketplace (Samiee, 1998; Park and Jun, 2003). The majority of research on perceived risk is focused on traditional purchasing situations. Internet shopping is much different than shopping in stores, the developed Internet shopping technologies are essentially self-serve technologies that offer the benefits of round-the-clock convenience, ubiquitous availability, time and money savings, and a reduction in the anxiety caused by judgemental service representatives (Bitner, 2001; Meuter et al., 2000; Cunningham, et al., 2005). Due to the growth and potential of on-line shopping and the lack of academic-based research on Internet-related consumer behaviour (Lewis, 1995; Rao, 1996), there is a tremendous need for impartial, academic investigation into the behaviour and perceptions of on-line consumers.

This paper makes a contribution to the existing literature, by further extending findings from previous studies and suggesting a model portraying the relationship between customers’ characteristics, brand familiarity, customers’ perceived risk, trust, perception of security, and the decision to shop online. In addition, it highlights the importance to pursue further research into this topic.