

## Call for Chapter



# **Sustainable decision-making in international entrepreneurship: Unveiling cognitive implications towards entrepreneurial internationalisation**

## **Editors:**

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### **Background and purpose**

Internationalisation is a complex and high-risk process, within which firms are likely to fail (Fernández & Nieto, 2005; Sadeghi et al., 2018). In particular, internationalising SMEs that are characterised by their limited resources and flexibility, are more often to give up the intense competition in the global markets (Jafari-Sadeghi et al., 2021a; Sukumar et al., 2020). Therefore, the decision to whether to expand markets and operations across national boundaries takes an intricate process that involves a range of internal, external, and institutional factors (Dana, Hamilton and Wick, 2009; Dana and Wright, 2009; Sadeghi et al., 2019). In this vein, literature has extensively explored different perspectives of entrepreneurs' decision-making process leading to establish a new venture (e.g., Mensah et al., 2021). When it comes to international operations of entrepreneurial ventures, however, more clarification is necessary to explore how, why and under what conditions SMEs decide to take the risk of expanding internationally (Jafari-Sadeghi, 2021).

Decision-making has been defined as the process of selecting the best or most appropriate alternative amongst all possible options from a classical point of view (Amoozad Mahdiraji et al., 2020). However, nowadays in international enterprises, in virtue of uncertainty, fierce competition, unexpected changes in supply or demand (e.g. as a result of global pandemics), etc. the decision making (DM) process has become the most challenging part of operational, managerial and strategic activities, especially for the international entrepreneurs (IE) (Jafari-Sadeghi et al., 2021b). In a traditional perspective, DM is divided into two general categories including single criteria decision making and multi-criteria decision-making (MCDM). Considering the current situation of world businesses, it is more than obvious that single criteria decision-making is unrealistic and in all levels of DM within organisations, numerous criteria are considered.

Moreover, MCDM approaches are divided into two major streams including multi-attribute decision-making (MADM) and multi-objective decision-making (MODM) (Mahdiraji et al., 2020). Furthermore, DM approaches and methods are classified based on the level of uncertainty that is employed. From this point of view, certain or deterministic DM methods and uncertain or probabilistic DM methods are so popular. In the real world, the uncertainty approaches encompassing fuzzy, interval/grey, hesitant fuzzy, intuitionistic fuzzy, interval-valued fuzzy, z-numbers, Pythagorean fuzzy, etc. (Mokhtarzadeh et al., 2020) are more appropriate for IEs as they deal with many non-deterministic parameters while making their decision. Implementing MCDM approaches, methods and processes could be really beneficial and productive for IEs in partner selection, collaborative network formation, entering markets, supplier selection, order allocation, global investment, etc. (Mahdiraji et al., 2021).

*Sustainable Decision-Making in International Entrepreneurship* provides a comprehensive insight into what drives small and medium firms to internationalise entrepreneurially. This is a collection of prominent chapters that gives an understanding of the types of processes, methods, and approaches towards decision-making in international entrepreneurship. In particular, this book stresses multidisciplinary methods that help entrepreneurs in their internationalisation decision. Chapters will analyse international entrepreneurial decision-making through a broad range of statistical methods (e.g., regressions, panel data, structural equation modelling) as well as decision-making and optimisation models (e.g. TOPSIS, AHP, ANP, DEMATEL, ISM, MICMAC, BWM etc.) in certain and uncertain circumstances (e.g. Fuzzy, hesitant fuzzy, intuitionistic, interval, etc.). Indeed, this research book is essential reading for researchers, scholars, and practitioners who are looking to synthesise the process of decision-making towards exploiting entrepreneurial opportunities across national borders.

## **Recommended Topics**

### ***Suggested conceptual themes***

- Innovative decision-making approaches for SME internationalisation under uncertainty.
- Managerial characteristics and their impact on decision toward internationalisation.
- Human characteristics and capabilities that nurture or prevent the decision to international expansion.
- Psychological aspects of decision-making in international entrepreneurship.
- The effect of internationalisation decision at different firm-level outcomes such as performance and innovation.

- SMEs' micro-foundations and their impact on the decision of entrepreneurs for international expansion.
- Internal to the firm (e.g., resources, capabilities) and also external factors (e.g., institutional and market-related changes) contribute to decision-making towards internationalising entrepreneurially.
- The extent to which internal and external factors interact to impact the decision of firms/entrepreneurs to increase their international activities.

### ***Suggested methodological themes***

- Statistical and econometrics methods
- Multi-criteria decision-making (MCDM) applications (e.g., multi objective or/and multi attribute) for international entrepreneurs,
- Multi-layer decision making (MLDM) applications for international entrepreneurs,
- Large-Scale decision-making (LSDM) approaches for international entrepreneurs,
- Decision making process design and redesign for international entrepreneurs,
- Multiple attribute group-based decision-making (MAGDM) operators and processes for international entrepreneurs,
- Uncertain decision-making models (i.e. fuzzy, hesitant fuzzy, intuitionistic fuzzy, etc.) applications for international entrepreneurs,
- Conceptual international entrepreneurial decision-making processes and approaches,
- Entrepreneurial decision-making approaches and processes in internationalisation
- Other conceptual and statistical methods to explore decision-making in international entrepreneurship

Multi- and interdisciplinary approaches are particularly welcome.

### **Submission Guidelines**

- Chapter proposal submission deadline: 15/02/2022
- Chapter submission deadline: 30/07/2022
- Expected publication: first quarter of 2023

Please send the book chapter proposals and/or manuscript to any of the editors:

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