

Transformational Entrepreneurship Practices

Gideon Maas • Paul Jones
Editors

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Global Case Studies

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Preface

We set out to edit three books on the theme of transformational entrepreneurship, and in this third book the focus is on global case studies illustrating transformational entrepreneurship in a practical manner. In our first book (*Systemic Entrepreneurship—Contemporary Issues and Case Studies*, 2015), the focus was on providing a broad overview of systemic (transformational) entrepreneurship. That book addressed the issues of low and slow socio-economic growth patterns and how a transformational approach can address this dilemma. It was highlighted that systemic entrepreneurship is about enabling change to how entrepreneurs and society act beyond local levels of entrepreneurial engagement.

Our second book (*Entrepreneurship Centres—Global Perspectives on Their Contributions to Higher Education Institutions*, 2017) used the first book as basis and explores how entrepreneurship centres can act as the kingpin within universities to stimulate transformational entrepreneurship. It is well known that entrepreneurship centres are the key leaders in universities, stimulating enterprise and entrepreneurial activities. However, these important centres experience various challenges that sometime cloud their focus and activities.

This third book focuses on taking this conversation about transformational entrepreneurial practices further and adds global case studies to illustrate the concept. Case studies are from the UK, Malaysia, and Africa. In order to allow interpretation of the case studies by readers, this book

firstly provides an updated overview of transformational entrepreneurship in Chap. 1. In Chap. 2, the important issue of innovation and innovative ecosystems are discussed, forming one of the most important pillars of transformational entrepreneurship. Chapter 3 provides a case study about a social enterprise in the UK, followed by a case study in Africa in Chap. 4. Chapter 5 focuses on a case study from Australia, and Chap. 6 highlights a case from Malaysia. Chapter 7 focuses on concluding remarks on the way forward for transformational entrepreneurship. These case studies highlight different issues pertaining to transformational entrepreneurship, illustrating that there is not a one-system-fits-all case within this concept. Principles should be interpreted and contextualised to add value within countries and specific regions in those countries.

In this book the main message is that transformational entrepreneurship is not a static concept, but should be regarded as a journey over time influenced by a magnitude of factors often not imaginable. This book is a further step in developing deeper thoughts and knowledge about transformational entrepreneurship and through that the authors attempt to set the direction for renewed research and development into the future.

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Rebecca Connolly is a research assistant at the International Centre for Transformational Entrepreneurship at Coventry University. Connolly completed a master's degree in Cross-Cultural Communication and International Relations at Newcastle University, following which she spent two years working on projects focused on education and entrepreneurship in Ghana and Sierra Leone. Connolly has also worked in entrepreneurial development roles at Newcastle University and the School for Social Entrepreneurs. Connolly is conducting research into the role social entrepreneurship plays in creating social transformation in the UK, Ghana, and South Africa for her PhD project.

Paul Jones is Professor of Entrepreneurship and Innovation at Swansea University. He has worked in further and higher education for over 25 years and is an active researcher in the entrepreneurship and small business management discipline. His articles have been published widely in leading journals in the field. He is the Editor-in-Chief of the *International Journal of Entrepreneurial Behaviour and Research* and Associate Editor of the *International Journal of Management Education*. In addition, he has also acted as a guest editor for several special issues exploring entrepreneurial activity. He is a visiting professor at Coventry University, Anglia Ruskin, Manchester Metropolitan and the University of South Wales. He is also a senior fellow of the Higher Education Academy.

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Gideon Maas is Director of the International Centre for Transformational Entrepreneurship and Professor of Professional Practice at Coventry University, UK. Maas has broad international business and academic experiences in various countries. Within the academic environment, Maas has created various entrepreneurship centres at different universities over the past years, developed and implemented undergraduate and postgraduate modules and programmes focusing specifically on enterprise and entrepreneurship. Maas has also created the African Institute for Transformational Entrepreneurship and the South-East Asia Institute for Transformational Entrepreneurship to facilitate conversations supporting sustainable socio-economic growth. Maas's research focus and experiences are in entrepreneurship, open innovation, growth strategies, entrepreneurial universities, implementation of entrepreneurial systems, and family businesses. His research activities are industry and academic related, and he has published various books and articles in the public domain. Maas is also an extraordinary professor at Stellenbosch University, South Africa, and an adjunct scientific fellow at the Munster University of Applied Sciences, Germany. Lastly, Maas is President of the Board of Trustees of the Institute of Small Business and Entrepreneurship.

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Abbreviations

EU	European Union
GDP	Gross Domestic Product
GEM	Global Entrepreneurship Monitor
HE	Higher Education
HEI	Higher Education Institutions
ICTE	International Centre for Transformational Entrepreneurship
MSE	Micro and Small Enterprises
NGO	Non-Governmental Organisation
OECD	Organisation for Economic Co-operation and Development
QAA	Quality Assurance Agency
SME	Small- and Medium-Sized Enterprises
TE	Transformational Enterprises
TEA	Total Early-Stage Entrepreneurial Activity
UK	United Kingdom