World Academy of Science, Engineering and Technology International Journal of Economics and Management Engineering Vol:11, No:01, 2017

Integrated Framework for Establishing Born-Global Firms in Sub-Saharan Africa

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Abstract : This paper explores the process of creating and capturing born-global firm opportunities. It reviews the key constructs that underpin the establishment of born-global firms in sub-Saharan Africa. These include entrepreneurial orientation, resources and capabilities, collaboration, and contextual influences. The paper discusses how individuals and entrepreneurs in sub-Saharan Africa can establish home-based born-global firms that seek early international markets from inception. The paper suggests that sub-Saharan African governments should make a favourable microeconomics policy that will enable entrepreneurs and firms to acquire some certain minimal resources and capabilities, in order to develop global products and services.

Keywords: born global-firms, collaboration, internationalisation, dynamic capabilities, entrepreneurship, sub-Saharan Africa

 $\textbf{Conference Title:} \ \textbf{ICEID 2017:} \ \textbf{International Conference on Entrepreneurship, Innovation and Development}$

Conference Location: Paris, France Conference Dates: January 23-24, 2017