



International New Enterprise Developments

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International New Enterprise Developments

This book brings together a range of writers in the area of enterprise development and education. The book is in three parts, reflecting on enterprise education, the environment of enterprise and concluding with a number of perspectives on enterprise development.

The first section on enterprise education discusses initiatives in entrepreneurship and intrapreneurship education respectively. Two of the papers illustrate initiatives which are in themselves innovative and enterprising and which respond strategically to the changing needs of society and business in the context of change. The third chapter describes an innovation in enterprise education which grows out of a vision in which language is seen as part of the fabric of self-belief which inculcates enterprise and encourages education. The final chapter develops this view further, arguing that enterprise education be redefined to reflect values which respect the “triple bottom-line of profit, people and planet”.

The second section of the book analyses the environment of enterprise in its various guises. The first chapter examines the economic policy and enterprise development in Ireland and concludes that economic policy matters in establishing a context conducive to enterprise. The second chapter discusses the importance of self-confidence in the entrepreneurial context. Context is also at the heart of the chapters which explore the development of Aquarius, a Russian enterprise, in the framework of Russia's recent history and an exercise in intrapreneurship in the context of a Swiss internet banking initiative. This perspective is broadened beyond the firm suggesting that the boundaries of the firm are increasingly permeable by exploring the significance of place, space and culture in the development of an industrial agglomeration in Ireland. Accounting increasingly establishes the operational context of enterprise development and innovation and recent developments in this regard are analysed in the final chapter of this section.

An evolutionary, cyclical pattern of new ventures is discussed in the third section. In the first chapter emphasis is put on the need for ethical values as an integral part of and engrained in the market system. In the second chapter the authors counter a number of myths which have emerged concerning countertrade and suggest that countertrade increasingly offers opportunities for new ventures internationally. This section continues with a chapter reflecting on some entrepreneurship experiences and suggesting a number of key characteristics required of entrepreneurs and concludes with similar observations drawn from a wider canvass.

A common theme of each of these chapters is that enterprise education needs to be enterprising. Furthermore, each of the initiatives and ideas described build upon, draw upon the environment in which they operate to offer something which is new and whole. The future of enterprise education depends upon an attentiveness to the educational context, a willingness for educators to be themselves educated – led out if not let out – by the world of which they are a part rather than apart.