TRANSNATIONAL ENTREPRENEURIAL OPPORTUNITIES AND THE NEW BUSINESSES

OPORTUNITĂȚILE ANTREPRENORIALE TRANSNAȚIONALE ŞI NOILE AFACERI.

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Abstract: *According to Schumpeter, the entrepreneur is an agent of change. Thus he will influence and at the same time be influenced by what is happening globally in the economic and social world*

Key words*: entrepreneurship, innovation, business*

INTRODUCTION

In general terms, an opportunity may be considered a chance to meet a market need (or desire or interest), through a creative combination of resources to provide superior value. [Ardichvili A., Cardozo R., Ray S., 2003]

Entrepreneurial opportunities [Cuervo Á., Ribeiro D., Roig S., 2007] exist because different agents have different ideas about the relative value of resources or when resources are transformed from inputs into outputs. Successful entrepreneurs are often able to notice and to select those opportunities that offer the best combination of potential benefits and low risks. [Baron R.A., Henry R.A., 2010]

MATERIALS AND METHOD

Peter Drucker [Morland V., 1985] says that there are seven sources of innovative opportunity:

1. contingencies
2. inconsistencies between what is expected and what will be effective, ie between "what it is" and "what should be" [Băcanu B., 2009]
3. requirements and needs for new processes,
4. unanticipated changes in industry market structure,
5. demographic changes,

6. changes in perception, or mood or available
7. new knowledge.

According to Drucker, the first four sources are specific to the company's internal environment and others are related to the company's external environment.

The major factors influencing the recognition and development opportunities leading to new business are: [Ardichvili A., Cardozo R., Ray S., 2003]

1. entrepreneurial alertness;
2. information asymmetry and prior knowledge;
3. social networks;
4. personality traits, including optimism, personal effectiveness and creativity;
5. types of opportunities.

A business has two fundamental purposes and objectives: [Pleter O.T., 2005]

1. Survival, to resist the market indefinitely, facing competition, unions, authorities, struggling with their own inefficiencies, assessing risks and ensuring against them,
2. Gain or profit, to maximize the advantages of business owners - entrepreneurs, shareholders or owners.

Entrepreneurship is not restricted to one country or one nation. In recent years, the concept of *transnational entrepreneur* as a distinctive attribute of the globalization that has attracted considerable attention in the social disciplines such as sociology, anthropology, economics, economic geography and regional planning. [Drori I., Honig B., Wright M., 2009] Transnational entrepreneurs are individuals who migrate from one country to another, while maintaining business ties with the country of origin and adoptive countries and communities. Travelling both physical and virtual, transnational entrepreneurs engage simultaneously in two or more integrated social media, allowing them to maintain critical relationships worldwide to enhance their creative, dynamic and logistics to maximize the resources . Such entrepreneurs are defined as transnational actors that adopt network, ideas, information and practices in order to seek business opportunities or to maintain dual-social undertakings fields, which forces them to engage in various strategies of action for promoting their entrepreneurial activities.

A problem that may arise in their case is that transnational entrepreneurs must overcome the institutional constraints of two or more countries or locations. This requires an examination of different institutional environments, including an awareness of cultural nuances, the location of origin and the host society and the cosmopolitan nature of the business. [Drori I., Honig B., Wright M., 2009]

Members of European Parliament of Enterprises, gathered Thursday, October 14, 2010, the European Parliament's hemicycle in Brussels called on EU lawmakers to eliminate obstacles to their access to domestic and international markets. Businessmen have also sought a greater EU involvement in policy decisions with direct impact on business. [www.euractiv.ro]

94% of entrepreneurs present pleaded for the EU to strengthen economic diplomacy to support their internationalization, in the domestic market, over 90% expressed support for the European spread out framework on electronic signature and European Private Company Statute for the establishment. European Parliament of Enterprises brought together over 700 entrepreneurs, essentially representing SMEs in all sectors, coming from all 45 European countries Alessandro Barberis, President of EUROCHAMBRES, said: "The debates that took place today have clearly demonstrated that entrepreneurs want greater involvement of the EU and more integrated EU policy. They are confident in the future, but still lack the tools and conditions under which to operate, these things are the responsibility of EU legislators. "

RESULTS AND DISCUSSION

Empirical evidence confirms that entrepreneurship can be enhanced by the cooperation between firms and that this depends very much on local culture and context. [Cannavale Chiara, Canestrino Rossella, 2009] Thus, in a dynamic perspective, where the partners are aware of social context, an effective interaction will take place and skills can be created, with positive effects on learning capacity and behavior of entrepreneurial firms.

CONCLUSIONS

While favorable legal systems, capital markets and other infrastructure facilities are the necessary ingredients of entrepreneurship, more important are the changes that enable the development of the entrepreneurs, which

Joseph Schumpeter said that they are agents of profound economic and social change.[Venkataraman S., 2004]

International world is in constant change. Globalization is an essential factor in modern entrepreneurship, frontiers are no longer what they used to be, and the entrepreneur should have a wider perspective on existing opportunities.

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