


## Chapter 7

# Socio–Intercultural Entrepreneurship Capability Building and Development

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### ABSTRACT

*This study aims to analyze the socio-intercultural entrepreneurship as capability building and development. The analysis departs from the assumption that entrepreneurship is a culturally embedded concept, although the intercultural category used in entrepreneurial studies has not found full conceptual, theoretical, and empirical support. Based on this existing research gap, this analysis reviews the literature to address the main issues of the socio-intercultural entrepreneurship focusing on the capability building and development to conclude that it is more situational in context and environmentally oriented. The methodologies used are the exploratory and analytical tools. Socio-intercultural entrepreneurship competence is highly related to be situational in context and environmentally dependent on awareness and understanding of cultural differences.*

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## **INTRODUCTION**

The world's population and companies are now more connected and mobile than ever in history, expanded worldwide with access to labor and resources pools but requiring more socio-intercultural communication and entrepreneurial skills. Empowerment and entrepreneurship are defining the engagement rules of this rapidly changing global situational context and environment. Nurturing the culture of empowerment and entrepreneurship is a challenge aimed to design some agile organizations in order to keep pace with the changing economic global situational context and environment.

The analysis of social entrepreneurship from a cultural perspective is limited (Dancin, Dancin & Tracey, 2011) and more from the point of view of socio-interculturality. The study and analysis of individual cultural differences and its influence on socio-socio-intercultural entrepreneurship have been neglected. However, the studies on socio-intercultural entrepreneurship are on the rise in a globalized world. Since the 1970s, the study of entrepreneurship has intensified and has become one of the most prolific and dynamic academic fields in management, economics, regional sciences, etc. (Aldrich, 2012; Shane and Venkataraman, 2000; Tunio, Yusrini, & Shoukat, 2021).

Socio-intercultural entrepreneurship in global business is supported by the socio-intercultural framework and foundational concepts based on baseline understanding of socio-intercultural communication which can be applied in diverse cultures beyond the cultural learning of traditions, heritages, behaviors, values, customs, etc. of specific cultures (Bögenhold, Heinonen, & Akola, 2014; Hisrich, & Soltanifar, 2021; Ratten, & Usmanij, 2021)

This analysis approaches the socio-intercultural entrepreneurship focusing on the knowledge of determining and understanding the socio socio-intercultural situational context and environment facing the global business to establish common concepts to be used in the socio-intercultural communication regardless of specific cultures and situations (Bögenhold, & Klinglmair, 2015; Tunio, 2020; Galvao, Mascarenhas, Marques, Ferreira, & Ratten, 2019). A deep knowledge of socio socio-intercultural systems applied in some different situational context and environments is a requisite to develop entrepreneurial skills to be used and implemented in entrepreneurial practices and tasks.

The paper is organized after this brief introduction, to state the relevance of the analysis as the motivation to review the main concepts and theories conducted to establish the basis for the study of the socio-intercultural profile of entrepreneurship (Tunio, Yusrini, & Shoukat, 2021). This entrepreneurial profile is complemented with the relevant findings of empirical research aimed to determine the required capability building and development for socio-intercultural entrepreneurship. Finally, some concluding remarks are offered

## **RELEVANCE OF THE STUDY**

Global and international organizations, companies, firms and people working across diverse cultures require to overcome cultural bias and preconceptions by promoting socio socio-intercultural entrepreneurial management that is adaptable and open minded to new situational contexts and environments, situations and individuals, to live, work, communicate and learn together (Bögenhold, 2019; Hisrich, & Ramadani, 2018; Tunio, Chaudhry, Shaikh, Jariko, & Brahmi, 2021). Dissimilar cultures around the shrinking world are influencing each other and leading to sources of synergies but also of conflicts which require the implementation of an socio-intercultural entrepreneurial capabilities, competences and skills.

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