



# **Born Globals, Networks, and the Large Multinational Enterprise: Insights from Bangalore and Beyond (Routledge Studies in International Business and the World Economy)**

*Shameen Prashantham*

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Focusing on international entrepreneurship, this research book explores the accelerated internationalization of young firms. Known variously as international new ventures (INVs) or "born globals," such firms have come to be viewed as legitimate actors on the global stage alongside large multinational enterprises (MNEs). However, the current approach taken by scholars – studying large MNEs and born globals separately – is questionable.

This book explores the crucial MNE/INV interface – a fascinating, yet under-researched relationship in international entrepreneurship. Drawing upon a decade of case-based research, the author argues that the MNE influence on born globals must be considered more carefully and suggests how new ventures can leverage MNE networks in the pursuit of their rapid internationalization. Furthermore, it demonstrates that, as firms enhance their levels of innovation, new pathways emerge via multinational corporation networks, a phenomenon vividly demonstrated in the emerging economy context of the Bangalore software industry.

This innovative research text will be of interest to academics, researchers, and advanced students with an interest in international entrepreneurship and business, strategy, innovation, and new ventures.

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