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S. O. Strelnyk, Candidate of Economic Sciences**С. О. Стрельник**, к. е. н.**GLOBAL ENTREPRENEURSHIP AS AN OBJECT OF INTERDISCIPLINARY RESEARCHES****ГЛОБАЛЬНЕ ПІДПРИЄМНИЦТВО ЯК ОБ'ЄКТ МІЖДИСЦИПЛІНАРНИХ ДОСЛІДЖЕНЬ**

Urgency of the research. Global enterprises take the leading position in the international trade nowadays and rapidly expand their activity around the world.

Target setting. The process of formation and development of global entrepreneurship is a relatively new term in the global economy, insufficiently researched in a theoretical and methodological sense.

Actual scientific researches and issues analysis. The scientific works of such scholars as M. Rennie, T. Madsen and Serveys P., Mackauli A. Knight G., Cavusgil S., Acs S., Armstrong S., Delgado M. and others deal with the global entrepreneurship development.

Uninvestigated parts of general matters defining. The scientists have not yet sufficiently developed the interdisciplinary potential of global entrepreneurship.

The research objective. The article aims to structure the interdisciplinary essence of global entrepreneurship by identifying the relationship of various aspects of the entrepreneurship theory and international business.

The statement of basic materials. The article addresses the nature of global entrepreneurship as a multidisciplinary term, which was included in different aspects of entrepreneurship and international business theories. The author has defined the elements of global entrepreneurship in the studies of XX century and investigated the entrepreneurship activity from the point of view of international business. The potential new horizons for the research of these themes are defined.

Conclusions. The process of global entrepreneurship requires not only organizational, economic, social and employment assessment, measurement and interpretation, but also socio-cultural and philosophical thinking. Further scientific study of this process should be built on synthesis of research on entrepreneurship and international business that includes interdisciplinary and mutual methodological principles. This approach will promote a holistic, systemic vision of problems and contradictions of global entrepreneurship.

Keywords: global entrepreneurship; international business; interdisciplinary approach; multinational corporations.

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Urgency of the research. Starting from the end of the XX and the beginning of the XXI century a traditional view of the leading international forms of doing business varies. Nowadays global enterprises that develop swiftly all over the world lead in the system of international trade. They conduct the activity in an intensive global environment and attend the domestic market insignificantly.

Актуальність теми дослідження. Сьогодні в системі міжнародної торгівлі лідирують глобальні підприємства, які стрімко розвиваються по всьому світу.

Постановка проблеми. Процес становлення і розвитку глобального підприємництва є відносно новим явищем у світовій економіці, недостатньо дослідженим в теоретичному та методологічному сенсі.

Аналіз останніх досліджень і публікацій. Наукові праці таких вчених, як Ренні М., Мадсен Т. та Сервейс П., Макаулі А., Кнайт Г., Кавусгіл С., Акс С., Армінгтон С., Дельгадо М. та інші мали справу з глобальним досвідом розвитку підприємств.

Виділення недосліджених частин загальної проблеми. Науковцями ще недостатньо опрацьовані питання міждисциплінарного потенціалу глобального підприємництва.

Постановка завдання. Стаття покликана обґрунтувати міждисциплінарний характер глобального підприємництва, шляхом виявлення взаємозв'язків різних аспектів теорій підприємництва та міжнародного бізнесу.

Виклад основного матеріалу. У статті розглядається природа глобального підприємництва як багатоаспектного явища, формування якого знаходиться на перетині складних взаємозв'язків різних аспектів теорій підприємництва та міжнародного бізнесу. Автором визначаються елементи глобального підприємництва у підприємницьких вченнях ХХ століття та досліджуються підприємницька діяльність з точки зору міжнародного бізнесу. Відзначаються потенційні нові горизонти для інтеграції цих напрямів.

Висновки. Процес глобального підприємництва потребує не тільки організаційно-економічного, соціально-трудоного оцінювання, виміру та інтерпретації, а також соціокультурного та філософського мислення. Подальші наукові обґрунтування цього явища мають будуватися на синтезі наукових досліджень з підприємництва та міжнародного бізнесу, який передбачає взаємопроникнення та взаємозбагачення методологічних принципів. Такий підхід буде сприяти формуванню цілісного, системного бачення проблем і суперечностей розвитку глобального підприємництва.

Ключові слова: глобальне підприємництво; міжнародний бізнес; міждисциплінарний підхід; багатонаціональні корпорації.

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Target setting. The process of formation and development of global entrepreneurship is a relatively new phenomenon in the global economy, which is not investigated in theoretical and methodological sense thoroughly. Topical issue is scientific identification of the interdisciplinary character of this concept.

Actual scientific researches and issues analysis. Historical background for the initiation and establishment of global entrepreneurship are covered in scientific papers of M. Rennie, T. Madsen, and P. Serveys, A. Mackauli and others. Considerations of the factors that stimulate the development of business on a global scale are investigated in the works of G. Knight and S. Cavusgil. Regional features of the enterprise were investigated by S. Acs, S. Armington, M. Delgado and E. Glaser.

Uninvestigated parts of general matters defining. The scientists have not sufficiently developed the interdisciplinary potential of global entrepreneurship yet.

The research objective. The article aims to structure the interdisciplinary essence of global entrepreneurship by identifying the relationship of various aspects of the entrepreneurship theory and international business.

The statement of basic material. Investigation of global entrepreneurship is one of the rapidly growing areas in the last two or three decades of interdisciplinary researches in the countries with developed market economies. Economists are not satisfied with the traditional approach to entrepreneurship as to the process of organizational registration of innovation, psychologists study the typical signs of entrepreneurial personality, anthropologists conduct comparative researches of implanting entrepreneurship into cultures and customs of different societies, sociologists are disturbed with a social context - network structures, norms and customs, motivational and other features of different entrepreneurial strategies. In foreign researches proper attention is given to all sources of knowledge about entrepreneurship. This material, considered on the basis of the overall concept, is organically included into as basic component of the researched phenomenon – global entrepreneurship.

Global entrepreneurship can be considered as synthesis of number of disciplines. Each of them is an integral part and shows us the process from different sides. Within the approach, the research interests are primarily economics, management, marketing and international business – those their aspects that have a direct relation to the entrepreneurship, and, in conclusion, allow resolving theoretical and practical tasks.

There exists an economic theory, that examines objective laws of economic processes and applied economy, aimed at making of practical recommendations for certain activity. In foreign practice studying entrepreneurship is as an independent subject, there is so-called "Economics" – investigating people's behavior in the process of production, distribution and consumption of material and intangible goods in the conditions of limited resources. Thus, entrepreneurship draws and masters the description of the economic mechanism, the patterns of production, distribution, exchange, and consumption of goods in the conditions of limited production resources and the necessity of rational choice for its purposes. Marketing brings into business the forms and methods of studying the market, consumer demand and supply of goods and services, gives advice on how to develop profitable goods, bring it to the market and organize profitable selling. Management equips entrepreneurs with knowledge of enterprise management and its finances, teaches the methods of leadership and work with the staff, the optimum use of the resources. Theory of management is also used for training on taking efficient decisions and forecasting of reasonable risk. Business itself includes the following sections in the discipline such as company description, its structure and management bodies, considers the economic players, the participants and the environment of entrepreneurship, information about tax system, recommendations for an entrepreneur how to create his own business. International business gives an idea about the types and forms of modern international business activities. Special attention is paid to organization, management and technological policy of the multinational corporations.

Global entrepreneurship is a multiple-aspect phenomenon, the formation of which lies at the intersection of complex interconnections between various aspects of entrepreneurship and international business theories [1]. Advanced research of global entrepreneurship can show new horizons for the integration of these areas.

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The attitude to entrepreneurial studies from different disciplines to global entrepreneurship is evaluated in Tab. 1. These studies illustrate the most important aspects of entrepreneurship. The emphasis in modern literature is made on the international element of entrepreneurship and the role of networks, that proves the extreme urgency of this subject in the period of intensified globalization. It also gives the opportunity to consolidate the entrepreneurship research, which has a long history of being, to the modern international business.

Table 1

The phenomenon of global entrepreneurship in entrepreneurial studies of the twentieth century

Areas of science	The main works	Analytical focus	Relation to global entrepreneurship
Economic development (Subject "Entrepreneurship and economic development")	J. Schumpeter (1934) I. Kirzner (1973) N. Leff (1978) W. Baumol (1968)	-Entrepreneurship as a process of creative destruction -The entrepreneur as a destructive force that disturbs balance -Non-productive entrepreneurship	-The nature of entrepreneurship -The definition of an entrepreneur -Historical features of entrepreneurship
History, Sociology, Anthropology (Subject "Entrepreneurship, historical aspects, ethnicity")	P. Verbner (1999) J. Wong (1999) P. Sloan (1999) P. Thornton (1999)	-The psychological and social aspects of entrepreneurship -Ethnic entrepreneurship	-Social and institutional aspects of entrepreneurship -The role of networking in business -Historical features of entrepreneurship
Management (Subject "Entrepreneurship and small business")	R. Macdougall (1989) R. MacDougall and Oviat (1996) T. Brush (1995) I. Moon and J. Perry (1997)	-The formation and development of small business -Technological innovation and international expansion of small enterprises -Strategic development of the international enterprises -Entrepreneurial values	-International aspects of business activities
Strategic management (Subject "International business")	A. Thomas and S. Mueller (2000) L. Dana (1999)	-Entrepreneurship in international context -Activities in international markets	-International aspects of business activities -Comparative analysis of enterprises

Source: developed by the author according to [2; 3; 4; 5]

Global entrepreneurship is formalized in the activities of small and medium enterprises. Some scientists still use the terms "small enterprise" and "small business" as interchangeable. That causes different interpretations. Small business researchers tend to explore the process of business, as a rule, and entrepreneurship investigation specialists, focus more on innovation (for example, a startup setting up). European scientists are generally more interested in the meanings of the concepts of "small business" and "global company". At the same time American researchers are more interested in investigating the process of "global entrepreneurship" itself. In general, small business researchers focus their attention on the company as the object of analysis and support policies for small business. Therefore, key aspects of management practices within the great company (marketing, e-commerce, human resources management, etc.) or conditions that could affect small firms (public policy, funding, etc.) are investigated in those works.

While entrepreneurship investigations mainly ignore the issue of entrepreneurship in international business, the research of international business and organizational behavior is focused only on the

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nature of multinational corporations. The lack of integration between those areas is a barrier for better understanding of the nature and the processes of global entrepreneurship. I. Moon emphasizes that "... entrepreneurship is very important in international business. There are new international ventures, which try to gain significant competitive advantages from using resources and selling goods in different countries since the moment of their establishment in different countries" [6].

Table 2

The phenomenon of global entrepreneurship in modern studies of international business

Subjects	The main works	Analytical focus	Relation to global enterprise
"Entrepreneurial decision in OLS"	M. Casson (1982)	- An entrepreneur as a specialist while taking critical decisions - International business activity as a result of business solutions and information asymmetry	- The role of entrepreneurial qualities when running risks and when international business is uncertain
"Corporate entrepreneurship"	J. Birkinshaw (1997)	- deconcentration of corporate entrepreneurship - Corporate entrepreneurship concentrating - OLS initiative encouraging corporate entrepreneurship - The role of resources in establishing affiliated branches initiatives	- Entrepreneurial activity at the level of affiliated branches - The role of domestic entrepreneurs in OLS branches - The role of resources at the enterprise
"OLS impact for national entrepreneurship"	M. DiConti (1992) J. Brown (1993)	- Superseding the national enterprises by foreign OLS - Potential separating from OLS for stimulating domestic enterprise	- The role of the institutional environment of the host country when making OLS impact on national enterprise - The role of OLS affiliated branches to develop entrepreneurship in the host country

Source: developed by the author according to [6; 7; 8; 9]

A number of studies in the sphere of international business has significantly grown for the past forty years. At the same time entrepreneurship activity in multinational corporations is not paid enough attention yet. To consider global entrepreneurship the most promising are the following areas of study: entrepreneurial solutions in multinational corporations, corporate entrepreneurship, influence of multinational corporations on the national entrepreneurship.

Conclusions. The process of global entrepreneurship requires not only organizational and economic, social and labour estimation, measurement and interpretation, but also social, cultural and philosophic. Further scientific explanations of the phenomenon should be grounded on the synthesis of scientific researches of entrepreneurship and international business, that provides the interosculation and mutual enrichment of methodological principles. Such approach will promote a holistic, systematic view over the problems and contradictions of global entrepreneurship development.

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