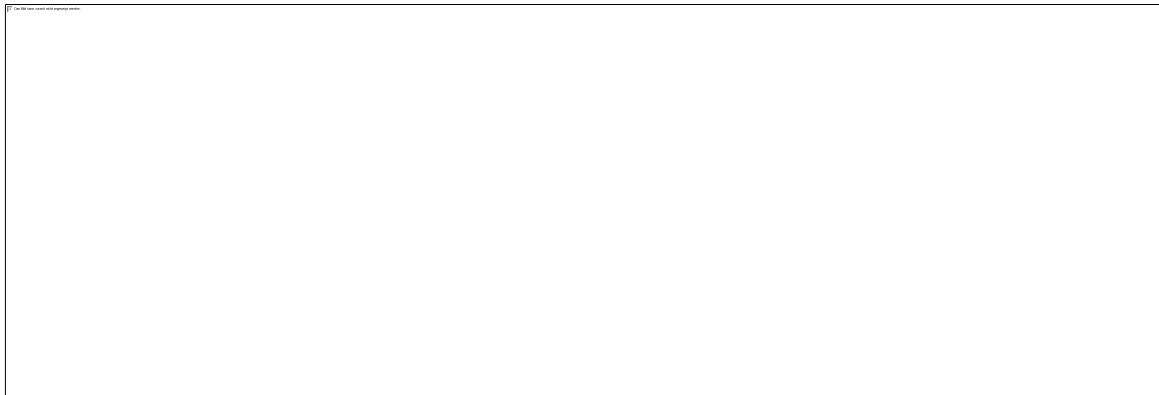


Отчет
о выступлении на конференции
“2nd International Conference on
Innovation and Entrepreneurship ICIE-
2014”
(Bangkok, Thailand)

Таяуова Г.Ж., PhD,
Директор Департамента DBA программ

Организаторы конференции



Организация

← → ↻ 🏠 academic-conferences.org/icie/icie2014/icie14-home.htm

🔍 Рекомендуемые сайты ☀ Впервые увидевшая ...



ICIE 2014

6-7 February 2014, Bangkok, Thailand

Home >> icie >> ICIE 2014 >> ICIE 2014 home page

ACPI facilitates academic conferen



search criteria

Search

www ACI



At a glance



Calendar

conference committee apply to Join

Join the Mailing List

ICIE 2015 Home

ICIE 2014 Home

Biographies
Committee
Programme
Practical Information
Proof Reading

Proceedings 2014

ICIE Past & Future

Seminars

Advertisers
Exhibitors
Publishers
Sponsors

About ACI

Academic Bookshop

2nd International Conference on Innovation and Entrepreneurship ICIE-2014
The Institute for Knowledge and Innovation Southeast Asia (IKI-SEA)
Bangkok University, Thailand
6-7 February 2014

Best of ICIE 2014 Bangkok, Thailand – *click the icons below to view*

Photo Gallery



Abstract Booklet



2014 Abstract booklet

Presentations



Cees de Bont



Nadim Xavier Salhan

Author photos

Winners at ICIE 2014 Bangkok, Thailand

Best Poster

Best PhD poster/presentation



Abstract booklet (online)

**Abstracts of Papers
Presented at the
2nd International Conference on Innovation
and Entrepreneurship
ICIE-2014**

**Hosted by
The Institute for Knowledge and Innovation
Southeast Asia (IKI-SEA)
Bangkok University, Thailand**

6-7 February 2014

Edited by
Dr Vincent Ribièrè and Dr Lugkana Worasinchai
IKI-SEA, Bangkok University
Thailand

Copyright ©The Authors, 2014. All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

Papers have been double-blind peer reviewed before final submission to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference.

Many thanks to the reviewers who helped ensure the quality of the full papers.

These Conference Proceedings have been submitted to Thomson ISI for indexing.

Further copies of this book and previous year's proceedings can be purchased from <http://academic-bookshop.com>

Book version ISBN: 978-1-909507-93-7

Book Version ISSN: 2049-6834

Published by Academic Conferences and Publishing International Limited
Reading
UK
44-118-972-4148
www.academic-publishing.org

Presenting Authors of ICIE 2014

					
Adlet Aliyev	Diana Amirbekova	Galina Astratova	Bob Barrett	Bidyut Baruah	Jocelyn Bermudez
					
Peter Cauwelier	Valerie Chanal	Teerawat Charoenrat	Anneline Chetty	Francesca Dal Mas	Allan Deacon
					
Audrey Depeige	Paul Donaldson	Shyamalie Ekanayake	Denisa Ferencikova	Martin Hewing	Thierry Isckia
					
Ayman Ismail	Seyed Mohammadbagher Jafari	Danguole Jankauskiene	Eva Jurickova	Marja-Liisa Kakkonen	Fotis Kitsios



Stefan Lagrosen

Allan Lahi

Yusra Lazim

Jing Lin

Zaidatol Lope Pihie

Tara Mann



Renetchie Martinez

Maurizio Massaro

Andre Nemeh

Bernd Neutschel

Eija-Ritta Niinikoski

Karen Oates



Samuel Olutuase

Sharn Orchard

Seema Pissaris

Birute Pitrenaitė-Zilėniene

Sharma Prakash

Aneta Ptak-Chmielewska



Gina Rossi



Renan Saylag

Terrence Sebor





Manasi Shukla

Gulzhanat Tayauova

Minna Tunkkari-Eskelinen

					
Pierre Vialle	Supreet Wahee				

Conference Chair, Programme Chair, Keynote Speakers

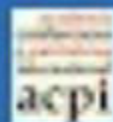
			
Dr Vincent Ribière Conference Chair	Dr Lugkana Worasinchai Programme Chair	Nadim Xavier Salhani Keynote Speaker	Prof Cees de Bont Keynote Speaker



**BANGKOK
UNIVERSITY**
The National University



THE INSTITUTE FOR KNOWLEDGE AND INNOVATION
SOUTHEAST ASIA (IKI-SEA)
BANGKOK UNIVERSITY



2nd International Conference on Innovation and Entrepreneurship ICIE-2014 The Institute for Knowledge and Innovation Southeast Asia (IKI-SEA)

Bangkok University, Thailand 6-7 February 2014



Photo Gallery



Тема доклада

The Role of Networks in Development of Small and Medium Sized Enterprises in Kazakhstan

Types of Network

Social network

- “the totality of all persons connected by a certain type of relationship and constructed by finding the ties between all persons in a population under study, regardless of how it is organized into role-sets and action-sets” (Aldrich and Zimmer, 1986)

Business network

- set of connected exchange relationships among business units (Blankenburg and Johanson, 1992)

Influence of networks on entrepreneurial performance

H1: There is a positive relationship between network support and entrepreneurial performance.

Research methodology 1

- * The founders or managing directors of 70 firms identified in the database were used as a primary informant for the purpose of this study. The questionnaire contains 31 items with a detailed instruction indicating how and in what order participants should answer proposed questions. There are five primary constructs that are under investigation; a type of network formation, network in the start-up stage of business, network support, inter-firm network benefits, and impact of all these items on entrepreneurial success.

Research methodology 2

Dependent variable

- entrepreneurial success

Independent variable

- network support

Analyses and results 1

Table 1: Cronbach α

No	Construct	Items	Cronbach α
1	Type of network formation	5	0.78
2	Network in the start-up stage of business	2	0.54
3	Network support	6	0.76
4	Inter-firm network benefits	10	0.82
5	Entrepreneurial success	6	0.79

Analyses and results 2

Table 2: Sample Characteristics

Item	%	Item	%
Gender		Industry	
Male	78	Agriculture	3
Female	22	Consumer products	18
		Manufacturing	7
Age		Food	19
20-29	4	Transportation	6
30-39	35	Other	17
40-49	48		
50-59	13		

Analyses and results 3

Table 3: Frequency table of type of network formation

No	Item	Frequency		Percentage	
		Yes	No	Yes	No
1	Professional association	12	58	17.1	82.9
2	External consultants	31	39	44.3	55.7
3	Seminar	23	47	32.9	67.1
4	Trade fairs	32	38	45.7	54.3
5	Business contacts	68	2	97.1	2.9

Analyses and results 4

Table 4: Frequency table of networks in the start-up stage of business

No	Networks Item	Family members and friends	Consumers	Professionals	Government agencies	Companies
1	Contact for advice %	16 22.9	13 18.6	16 22.9	13 18.6	12 17.1
2	Overcome problems %	21 30.0	6 8.6	14 20.0	14 20.0	15 21.4

Analyses and results 5

Table 5: Frequency table of network support

No	Networks Item	Family members and friends	Consumers	Professionals	Government agencies	Companies
1	Financial support %	39 55.7	1 1.4	11 15.7	11 15.7	8 11.4
2	Technology support %	18 25.7	7 10.0	10 14.3	12 17.1	23 32.9
3	Labor skill development %	12 17.1	7 10.0	23 32.9	6 8.6	22 31.4
4	Marketing and market development %	7 10.0	12 17.1	23 32.9	7 10.0	21 30.0
5	Consulting %	11 15.7	8 11.4	22 31.4	11 15.7	18 25.7
6	Raw material supply %	18 25.7	7 10.0	9 12.9	15 21.4	21 30.0

Analyses and results 6

Table 6: Frequency analysis of inter-firm network benefits

No	Item	Frequency		Percentage	
		Yes	No	Yes	No
1	Financial performance	66	4	94.3	5.7
2	Operational performance	54	16	77.1	22.9
3	New ideas for products or processes	52	18	74.3	25.7
4	Management skills	63	7	90.0	10.0
5	New equipment or production processes	48	22	68.6	31.4
6	New techniques or skills	47	23	67.1	32.9
7	New contacts or suppliers	67	3	95.7	4,3
8	Design or development new products	34	36	48.6	51.4
9	Share specialty services or technologies	46	24	65.7	34.3
10	Interaction with competitors	31	39	44.3	55.7

Analyses and results 7

Table 7: Descriptive analysis of entrepreneurial performance

No	Item	N	Min.	Max.	Mean	Std. Deviation
1	Past progress	70	1.00	5.00	2.21	0.97
2	Present overall position	70	1.00	5.00	3.65	0.99
3	Future overall prospects	70	1.00	5.00	4.14	0.93
4	Present sales performance	70	1.00	5.00	3.57	0.94
5	Future sales prospects	70	1.00	5.00	4.22	0.95
6	Financial result of last year	70	1.00	5.00	2.55	0.97

Analyses and results 8

Table 8: Correlation test results

Variables		1	2
1. Network support	Pearson Correlation	1	,687**
	Sig. (2-tailed)		,000
	N	70	70
2. Entrepreneurial performance	Pearson Correlation	,687**	1
	Sig. (2-tailed)	,000	
	N	70	70

Analyses and results 9

Table 9: Model summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	,687a	,472	,445	,51226

Analyses and results 10

Table 10: ANOVA table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,442	1	5,442	20,771	,000a
	Residual	17,844	68	,262		
	Total	23,286	69			

Discussion and conclusion 1

- * Results show that many companies have no relationship with professional associations, mostly prefer business networks for advice and overcoming problems.
- * The start-up stage of business main advisor is social network ties, i.e. family members and friends. This stems from the relatively small size and lack of institutionalization.
- * Networks are the main means of financial performance and a source of reaching new contacts and suppliers, as well as management skills.

Discussion and conclusion

- * Networking is an effective vehicle for obtaining necessary resources for small enterprises from the external environment
- * In the stage of starting new venture, social network relationships work as an opportunity set for an entrepreneur
- * Main implication of this study for entrepreneurs and SMEs is that firms which sustain relationships with their networks are more likely to be successful in their businesses since support from the actors in the network can be the best source of their performance.

Thank you

