THE SUCCESS OF BORN GLOBAL: A CONCEPTUAL MODEL

Parves Sultan (Central Queensland University)
Ho Yin Wong (Central Queensland University)

The paper attempts to develop a conceptual model explaining the born global's success. The extant literatures are reviewed for the purpose of this study and nine propositions are developed. The model shows that the direct antecedents of born global’s success is affected by entrepreneurial resources, knowledge and network. The indirect antecedents of born global’s success is entrepreneurial cognition and motivation. Thus, this study attempts to integrate the key theoretical paradigms with the consequence of establishing their relationships and developing a conceptual model relevant to the born global's success. Future research is recommended to empirically test the proposed model and determine the validity of this model.