

Editorial

# Guest editorial: Global and local perspectives of entrepreneurship research

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It is my great pleasure to present this special issue of Prosperitas dedicated to entrepreneurship research.

Entrepreneurship is a fundamental factor in economic development and is instrumental in understanding the ways entrepreneurs contribute to the creation of employment as well as to the development and implementation of innovative technologies (Ferreira et al., 2017).

The academic field of entrepreneurship is relatively young. Yet, its importance has been growing at an incredible rate in recent decades. This fast-paced development resulted in a complex and heterogeneous research area with its unique approaches and methodologies, which extends even to the understanding of what exactly constitutes entrepreneurship (Short et al., 2009). In addition, Lu et al. (2020) welcome the diversity of entrepreneurship research and advocate more extensive cross-discipline research and comparative international research.

The purpose of this paper is to contribute to this variegation by introducing the articles published in the special issue titled "Global and Local Perspectives of Entrepreneurship Research".

This special issue contains three research papers and one conceptual paper from the field of entrepreneurship.

The first study titled "COVID-19 positivism: Has COVID-19 changed Hungarian entrepreneurs' perception of business opportunities?" is by Márton Gosztonyi. The author, using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method, examines the reasons why Hungarian entrepreneurs see a positive and new opportunity in COVID-19. The PLS-SEM model of Hungarian entrepreneurs' perception of COVID-19 tests 12 hypotheses. The model highlights that the individual characteristics of entrepreneurs strongly determine their perception of the society and whether they believe it is a good idea to start a business in Hungary. Results show no correlation between one's willingness to start a business and one's response to the possibility of starting a business as a result of COVID-19. It is concluded that the global pandemic has not substantially changed Hungarian entrepreneurs' perception of business opportunities.

The second paper, authored by Balázs Heidrich, Nóra Vajdovich, Krisztina Németh and Szilárd Németh, entitled "Holding back the years? Tradition and innovation in family wineries" provides interesting empirical data concerning Hungarian family wineries. Using a qualitative research approach the authors examine the economic and non-economic goals of such wineries in the context of innovation and tradition. De Massis et al. (2016) introduced a new product innovation method called "innovation through tradition," which proved to be relevant also in the case of Hungarian family wineries. The study highlights that while tradition can be a source of innovation in the case of product and process innovation, it can also be a barrier to further development in the case of organizational innovation.

The third contribution titled "Hungarian entrepreneurs' sustainability motivations based on GEM 2021 results" authored by Zsuzsanna Győri, Richárd Kása and Krisztina Szegedi, investigates Hungarian entrepreneurs' sustainability motivations. The results prove the relevance of the theory (Dmytryiev, 2021; Balasubramanian et al., 2021) that claims that entrepreneurs are motivated by making a significant change in the world rather than by profit, as the Hungarian sample also underscores. The authors come to the conclusion that the age

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of businesses influences their sustainability orientation: start-ups are the most likely to assume environmental and social responsibility even at the expense of profit.

The fourth article entitled “Entrepreneurial personality and motive: A study of Hungarian early-stage entrepreneurs using GEM data” is authored by Nick Chandler. The paper explores the connection of Hungarian early-stage entrepreneurs’ motives and the aspects of entrepreneurial personality. The results confirm the prevalence of necessity entrepreneurship in Hungary. The uniqueness of the paper is the mapping of the interplay between motivational and other personal traits relating to entrepreneurial orientation. Results show that the motive of ‘making a difference in the world’ is correlated with positive aspects of creativity and confidence in one’s own abilities, while the motive of ‘earning a living because jobs are scarce’ correlates with negative aspects of a fear of failure and a lack of confidence in setting up a business. The study also outlines several fruitful research directions.

These special issue articles reveal an evolving entrepreneurship research stream at Budapest Business School. Several of the papers use the Global Entrepreneurship Monitor data for analysis, which proves that a carefully compiled database can be a basis of many valuable publications.

The articles based on the GEM data widen our understanding of the impact of the COVID-19 pandemic on entrepreneurs’ opportunity perception, and on Hungarian entrepreneurs’ motivations and personalities, as well as their interrelation. The paper examining family wineries’ goals provides a special space for the discussion of the topic of family businesses.

The special issue not only contributes to the development of entrepreneurship research through exciting new results but also outlines new research directions to follow.

The COVID-19 pandemic has affected businesses in many areas in a way that has not been experienced before. The job of collating and summarising the experiences and lessons learnt is far from being complete as this topic still offers plenty of aspects to be explored.

As for the research of family businesses, the study presenting the goals of family wineries can serve as inspiration, proving that a focused examination of special segments of family firms carries significant potential.

Sustainability as a topic appears in the title of only one study. At the same time, as a determining factor affecting the operation of enterprises, it plays a significant role in every study of the special issue, and merits further and deeper investigation.

I am convinced that the articles presented here explore important dimensions of entrepreneurship research, and I am grateful to the authors for their valuable contributions to this special issue.

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