

## Recenzie

SERGI, Bruno S. – SCANLON, Cole C. (2019): **Entrepreneurship and Development in the 21st Century**. Bingley, UK: Emerald Publishing Limited. 264 p. ISBN 9781789732344

Over recent years entrepreneurship has gone through significant changes due to the rapid implementation of information technologies in business activity. These improvements have enhanced business engagement, simplified communication procedures and made the payment and settlement process faster. Entrepreneurship plays a significant role in sustainable development. The publication *Entrepreneurship and Development in the 21st Century* offers a complex view of entrepreneurship as a constituent element of development in the 21<sup>st</sup> century.

It is the inaugural volume of a new book series Lab for Entrepreneurship and Development and its first volume was published by Emerald Publishing Group on 29 April 2019. The publication is edited by Bruno S. Sergi and Cole C. Scanlon. Bruno S. Sergi, the Scientific Director of the Lab for Entrepreneurship and Development (LEAD), is a well-known Italian economist and instructor at Harvard University, USA and the University of Messina, Italy and Cole C. Scanlon, the co-director of LEAD, is an entrepreneur and researcher with experience of social policy, international development and K-12 education, co-founded/co-directs FairOpportunityProject.org (an education technology nonprofit), and was awarded Forbes 30 Under 30 in 2017.

The majority of the book topics were elaborated at LEAD, a now-independent

research lab that was initially part of the Institute of Quantitative Social Sciences (IQSS) at Harvard University, and were presented at LEAD's 2018 Entrepreneurship and Development Conference. The book reflects the educational and research outcomes of distinguished academics from leading universities and research institutions and book features a preface from Bill Drayton (CEO, Ashoka: Everyone a Changemaker).

The publication consists of ten chapters which cover entrepreneurial topics complexly and fascinatingly because a variety of regions are under investigation. Although each of these chapters is unique, three main issues emerge throughout the text: the role of entrepreneurship in economic activity, the funding of entrepreneurship and consumer behaviour.

The initial chapter, entitled *Entrepreneurship and Economic Growth: The Experience of Developed and Developing Countries*, examines entrepreneurship in developed and developing countries and focuses on the optimization of entrepreneurial activities. Various factors are considered: the independent functioning of the market, integration in the form of reorganization (mergers and acquisitions), integration in the form of clustering and integration in the way of innovation networks and technological parks. The analysis involves seven developed and seven developing countries. The set of

developed countries are the United States, the United Kingdom, Germany, France, Canada, Australia and Japan, while the developing countries are China, India, Brazil, Mexico, Saudi Arabia, South Africa and Russia.

*Entrepreneurial Development and Business Innovation in the Democratic People's Republic of Korea's Financial Sector* is the title of the second chapter. Entrepreneurship is assumed to be a model that helps drive development and innovation. The chapter aims to shed light on the Democratic People's Republic of Korea's recent use of entrepreneurs to spur technological innovation in its financial sector. The research focuses on the role of Western entrepreneurial and business practices in the country's transformation process.

*A Proposed Framework on the Role of Entrepreneurial Education and Contextual Factors* is the third chapter, which investigates the role of exogenous factors (entrepreneurship education) and contextual and environmental factors (perceived entrepreneurial motivators and barriers) in developing entrepreneurial intentions and behaviour among university graduates. The research covers selected Asian countries. In addition, it offers an overview of Entrepreneurial Education Programmes in the chosen countries in the period 2000 – 2017.

The concept of entrepreneurship in an indigenous population, assessing the external and internal challenges for entrepreneurs, is the topic investigated in the chapter *Diné Entrepreneurship: Indigenous Contemporary Entrepreneurship*. The author examines different forms of Diné (Navajo) entrepreneurship and surveys the unique tribal community perspective

of the Navajo economy about the governmental and economic development environment of the contemporary United States.

The fifth chapter has the title *Value Chain Integration as an Alternative to Fair Trade for Chiapas Coffee Farmers*. It examines the effect of membership in coffee cooperatives on the household economy of indigenous coffee producers in the state of Chiapas, Mexico. The household survey contains seven modules: village characteristics, household characteristics, social capital, household economy, labour income, non-labour income and debt level.

Chapter six, with the title *The Influence of Collectivism on Microfinance in Senegal*, and chapter seven *The Evolution of Financing Entrepreneurship* focus on financing business activities. The first study investigates the relationship between collectivism and microfinance and applies cross-country data analysis with surveys and interviews conducted in the Dakar and Kedougou regions of Senegal. Chapter seven deals with different financial sources for business companies and stresses the changes financing has gone through.

New technologies of encryption and cryptocurrencies are the subject of investigation in section eight entitled *The Entrepreneurial Criminal: How Trust Coordinates Illicit Drug Cryptomarkets*. The central topics of the chapter are hierarchies, markets and networks for coordinating cryptomarket activities and the rise of cryptomarkets for illicit drugs.

*AI Revolution: How Data Can Identify and Shape Consumer Behavior in E-commerce* proposes a predictive model for supplying a deeper understanding of consumer

behaviour by analysing new regulations and transaction records. The final part of the book is entitled *Calculating the Reputation of a Reviewer*. The study is rooted in the behavioral analysis of how people behave while transacting on the Internet with a more in-depth look at factors affecting their decisions about which seller to choose and their opinion of the transaction.

The book *Entrepreneurship and Development in the 21st Century* presents compound contents on economic growth, entrepreneurship and related financial issues. It comes up with valuable insights for further economic analysis. This new publication is a highly recommended read as it provides new coverage of all significant entrepreneurial topics from various perspectives.

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