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How cross-national border influences of global phenomena render entrepreneurship inherently international

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ABSTRACT

Amid accelerating global change, entrepreneurship is increasingly shaped by political, social, and technological shifts that cut across borders. Yet, despite these pressing realities, international entrepreneurship (IE) scholarship has paid limited attention to how such global phenomena impact entrepreneurial actors, behaviors, and circumstances. This suggests a disconnect between the evolving global context and current academic attention to the field. Drawing on our perspective as area editors for IE at the *Journal of Business Venturing*, we reflect on this gap and the concerns voiced across the scientific community about the field's scope and future. In response, we propose an agenda for future research that treats entrepreneurship as inherently international and, in turn, invites future contributions not only by IE researchers but also from the wider entrepreneurship community.

1. Introduction

Given the current phenomena shaping businesses and society worldwide, one might assume that research on international entrepreneurship (IE) has never been timelier and more relevant. Global political developments such as new tariffs are reshaping the conditions under which entrepreneurs operate. Societal changes, including large-scale migration, are influencing the environments in which entrepreneurs build and sustain ventures. At the same time, emerging technologies – such as digital, AI-based solutions that diffuse rapidly across borders – are transforming entrepreneurial processes and practices worldwide. Global phenomena such as these encompass large-scale events, processes, or changes that transcend national borders and affect the way in which entrepreneurship takes place.

Despite the salience of these global phenomena, we observe – as both active scholars and area editors for IE at the *Journal of Business Venturing* (JBV) – that many novel research questions triggered by global political, social, and technological shifts have not been (sufficiently) answered yet. This is surprising as it is widely acknowledged that entrepreneurs do not arise "out of thin air," but, rather, are deeply influenced by the complex and changing environment around them (Kimjeon and Davidsson, 2022: 643). Recent reviews of the field of IE corroborate our concerns, as they reveal that IE publications in premier entrepreneurship journals are becoming less

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frequent (e.g., Pidduck et al., 2022).[2] This suggests a disconnect between emerging global realities and shifts and how IE research responds to these realities.

These concerns are echoed in academic conversations. At conferences and in discussions with both emerging and established scholars, a reoccurring theme is how the field has evolved, as well as both curiosity and concern about where IE is heading. It is unknown whether the field is adequately positioned to address the complexity of today's changing global environment. In this editorial, we offer suggestions for the future of IE. To this end, we expand the field's conceptual boundaries to chart a research agenda that allows for examining novel and relevant research questions on timely global phenomena. We do so with the conviction that the broader field of entrepreneurship holds tremendous potential to inform and advance this conversation.

2. An underexplored, third branch of IE: Cross-national border influences of global phenomena

A central reason why IE research may be paying limited attention to the many novel research questions triggered by global phenomena is that the two existing branches of IE, as outlined by Oviatt and McDougall (2005), may be too narrow to fully capture their impact. According to Oviatt and McDougall (2005, p. 540), "There are two branches to the study of IE, one focusing on the cross-national-border *behavior* of entrepreneurial actors [branch 1], and another focusing on the cross-national-border *comparison* of entrepreneurs, their behavior, and the circumstances in which they are imbedded [branch 2]." Branch 1 focuses on entrepreneurial internationalization, which includes research under the labels of new venture internationalization (e.g., Fernhaber et al., 2007; Zahra et al., 2024), born-globals (e.g., Knight and Cavusgil, 2004; Knight et al., 2025), and early internationalization (e.g., Fariborzi et al., 2025; Sapienza et al., 2006), among others. Branch 2 is commonly referred to as comparative IE (Terjesen et al., 2016). Within this branch, scholars attempt to understand how entrepreneurship differs across countries. In their 2011 review article, Jones et al. inventoried all IE research since its emergence in 1989 and their resulting thematic analysis confirmed the existence of these two branches. Several papers were also found to cross over both branches, which Jones et al. (2011) referred to as comparative entrepreneurial internationalization.[3] The framing that IE comprises two major branches continues to guide current scholarly conversations (e.g. Hua et al., 2022; Verbeke and Ciravegna, 2018; Zucchella, 2021).

We introduce what we believe has been a relatively overlooked third major branch of IE research, which we deem to be particularly pertinent for considering the role of current phenomena worldwide: the cross-national border *influences* of global phenomena on entrepreneurial actors, behaviors, and circumstances. Consistent with Oviatt and McDougall (2005), we understand entrepreneurship as the process through which different actors (e.g., individuals, new ventures, entrepreneurial firms), that are embedded within institutional and environmental circumstances, discover, evaluate, and pursue opportunities to create value under conditions of uncertainty. As shown in Fig. 1, the proposed branch is uniquely different but can also overlap to a certain extent with the two existing branches. This perspective underscores how global phenomena shape entrepreneurship, obliging most entrepreneurs and their firms to respond regardless of whether they engage in international sales.

We recognize that research on global phenomena can certainly be pursued within current research agendas, which aligns with the well-established view that international entrepreneurs are influenced by the environment in which they operate (Oviatt and McDougall, 1994/2005). For example, studies in branch 1 might examine how a global phenomenon fosters or constrains entrepreneurial internationalization, whereas studies in branch 2 might compare whether a global phenomenon has different impacts on entrepreneurship across countries. Such questions are valuable and can enrich our understanding of how global phenomena intersect with IE. Yet, even with these applications, the two-branch framework remains too narrow to capture the full range of influences of global phenomena on entrepreneurship. These cross-national border influences on such aspects as entrepreneurial persistence, decision-making, or performance suggest that entrepreneurship, in general, must be understood as embedded in an international context. Thus, we contend that the pervasive reach of global phenomena renders nearly all entrepreneurship inherently international.

Studies examining cross-national border influences of global phenomena on entrepreneurship remain limited, though notable exceptions highlight the potential for this fresh perspective within IE (e.g., Alvarez-Garrido and Alcácer, 2023; Fikri and Newman, 2024; Moore et al., 2021). For instance, Moore et al. (2021) show how trade integration between countries (i.e., a political cross-national border influence) affects entrepreneurship within a country. While trade integration tends to increase formal entrepreneurship, it simultaneously decreases informal entrepreneurship, as some entrepreneurs transition into formal ventures while others exit the market in response to the new conditions it creates. Similarly, the #MeToo movement sparked a global conversation on sexual harassment and assault, which led to research on empowerment among women entrepreneurs (Akpuokwe et al., 2024). Although still clearly situated at the intersection of international business and entrepreneurship, this type of research is novel and can engage a wider range of scholars and literatures. Thus, we argue that IE benefits from a reorientation in attention.

[2] Consistent with McMullen (2019), Pidduck et al. (2022) consider JBV, *Entrepreneurship Theory and Practice*, and *Strategic Entrepreneurship Journal* to be the premier entrepreneurship journals, as they receive a rating of 4 from CABS. We acknowledge that research published in other entrepreneurship outlets provides important insights and contributions as well.

[3] In their analysis, Jones et al. (2011) call this research on comparative entrepreneurial internationalization a third branch. However, given that it is an overlap of branches 1 and 2, we follow recent research (e.g. Hua et al., 2022; Verbeke and Ciravegna, 2018; Zucchella, 2021), which emphasizes the two original branches as outlined by Oviatt and McDougall (2005).

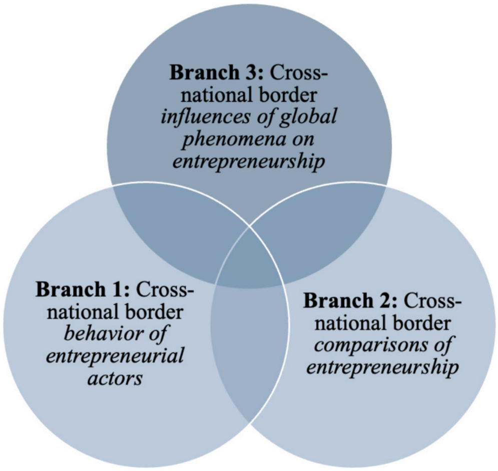

Fig. 1. A New Third Branch of IE Research.

3. Creating a future research agenda

We encourage entrepreneurship researchers to pursue future research in this new, third branch of IE. Positing that entrepreneurship is inherently international and highlighting how global phenomena exert cross-national border influences on entrepreneurial actors, behaviors, and circumstances is not only timely, as it responds to accelerating global change, but also allows for answering research questions that are novel and relevant for scholars and practitioners. Our intention is to engage scholars in IE and the wider entrepreneurship community to pursue research questions shaped by global phenomena – questions that are outside of what IE literature has predominantly examined.

While we acknowledge the different dimensions of global phenomena and their interdependencies, we focus in the following sections on the political, social, and technological dimensions, as these appear particularly salient for entrepreneurial actors, behaviors, and circumstances (Li et al., 2022). Our discussion is not meant to be exhaustive; other dimensions may also have an influence. Moreover, we note that many firms, no matter the size or age, are exposed to political, social, and technological cross-national border influences. However, we argue that potential consequences for entrepreneurship warrant different theorizing and explanations. New ventures illustrate these dynamics particularly well, as they often lack established supplier and customer relationships, making it more difficult to react to many of the different types of political, social, and technological cross-national border influences. They also tend to have fewer slack resources, less diversified supply chains, and limited access to external financing – factors that constrain their ability to buffer against uncertainty. At the same time, the relative flexibility and entrepreneurial orientation of new ventures may enable quicker and more creative responses to such cross-national border influences.

Next, we provide a short discussion of what political, social, and technological cross-national border influences entail and why each influence ought to affect entrepreneurial actors, behaviors, and circumstances. Based on this discussion, we offer exemplary research questions that can be examined by future scholarship. These research questions are depicted in Table 1. For each research question pertaining to a different exemplary phenomenon, we point to different literatures and theories as well as methodological approaches that researchers can draw upon to answer the respective research questions. However, it is important to note that answering each exemplary research question is not limited to specific theories or methods. Thus, the theories and methods mentioned in Table 1 are illustrative.

3.1. Political cross-national border influences

Political dynamics originating in one country or region increasingly spill over borders, shaping entrepreneurial conditions in ways that are difficult to anticipate or control. These political cross-national border influences, whether emerging through formal policies or informal power shifts, manifest in a number of ways. Trade integration agreements, such as those between the EU member states or between regional blocks like ASEAN, continue to be signed and renegotiated. Conversely, trade disintegration agreements, including cases like Brexit, encompass the termination of such agreements and a shift toward regulatory autonomy. Sanctions, such as the US and the EU imposed on Russia in response to Russia's war against Ukraine, and other conflicts, including long-standing disputes like Pakistan's and India's claims around Kashmir, frequently lead to instability in regional relationships. As noted by Williams and Fathallah (2024, p. 1), "billions of people across the globe currently live in a context ravaged by war and conflict." At the same time, investment bans or restrictions are being used more aggressively, particularly in areas pertaining to critical infrastructure or sensitive sectors. Taken together, these dynamics illustrate the interconnected nature of today's geopolitical landscape, what some have termed the *poly-crisis era*, in which overlapping and compounding crises create ripple effects across national borders (Klyver and McMullen, 2025; Lawrence et al., 2024).

For entrepreneurs, this means navigating an environment in which political developments in one country can rapidly reshape the

Table 1
Shaping a research agenda for entrepreneurship as inherently international.

Dimension	Exemplary phenomena	Exemplary research question	Illustrative theories and literatures	Illustrative methods
Political cross-national border influences	Trade (dis-) integration	How does trade (dis-)integration impact the persistence of entrepreneurial actors?	Institutional theory, cognitive theory	Triangulating information from different data sources (e.g., interviews, survey, secondary)
	Tariffs	How are new ventures' sourcing strategies affected by tariffs? What role do boundary conditions (e.g., the position of the new venture in the supply chain) play?	Contingency theory, competitive dynamics	Difference-in-difference analyses to consider causal inference
	Sanctions	How do sanctions impact entrepreneurial firms' short- and midterm performance, including survival?	Institutional theory, population ecology	Longitudinal data to capture changes and performance implications
	(Armed) conflicts	What are the direct and indirect implications of armed conflicts between nations on entrepreneurial ecosystems?	Ecosystems in extreme contexts, sensemaking, and emotions/perceptions,	In-depth case studies over time
	Restrictions or bans	How do restrictions or bans imposed by foreign countries impact corporate innovation and new product development?	Political science, new product development	Natural experiment
Social cross-national border influences	Migration	How do large-scale migration flows shape existing entrepreneurial actors in different industries in both sending and receiving countries?	Population ecology, opportunity recognition	Multilevel models
	Transnational social movements	How do transnational social movements create new norms that affect legitimacy and resource flows for entrepreneurs?	Social movement theory, institutional logics	Digital ethnography and content analysis
	International tourism	How does heightened global awareness impact new ventures' emergence, strategy, and performance?	Cross-cultural cognition, boundary spanning	Experimental and survey-based designs
	Cross-border education	How does the rise or fall of international student enrollment at universities affect creativity and innovation?	Knowledge recombination, transnational human capital	Mixed-method
	Foreign digital nomadism	How does foreign digital nomadism affect the ability of new ventures to attract and retain more diverse talents? What about corporate innovation centers?	Literature on employer branding and new venture human resource strategy	Scenario-based between subject design
Technological cross-national border influences	International social media connectivity	What role does increased international social media connectivity have on opportunity identification?	Complexity theory, opportunity identification	In-depth case studies and interviews
	Digital remote work ecosystems	For entrepreneurs, do the short-term efficiency gains of relying on digital remote work ecosystems outweigh the additional complexities due to differences in labor standards, tax systems, or cultures?	Entrepreneurial ecosystem literature, cost-benefit trade-offs	Data scraped from digital remote work ecosystems

(*continued on next page*)

Table 1 (*continued*)

Dimension	Exemplary phenomena	Exemplary research question	Illustrative theories and literatures	Illustrative methods
	Worldwide adoption of digital platforms	How do entrepreneurs relying on digital platforms respond to critical events (e.g., a security issue) and related negative cross-national border sentiments?	Decision-making logics involving sentiments/ perceptions	Pre and post critical event analysis supplemented with survey data
	Global AI-based solutions	Do different types of AI-based solutions (e.g., ChatGPT, Baidu) lead to different results with regards to ideation, opportunity recognition, or business model innovation due to cultural differences inherent in the training data?	National culture and digital technologies	Replication study supplemented with laboratory experimental data
	Multinational cloud computing platforms	How do entrepreneurial firms relying on multinational cloud computing platforms that process data internationally manage risks and leverage advantages?	Information systems and risk-management literatures	Complementing secondary and primary data, correction for selection effects

risks, resources, and relationships that define entrepreneurial opportunities elsewhere. Consider, for example, the implications of trade integration and disintegration. When counties enter into trade agreements or regional blocks, this not only lowers barriers for a new venture to sell abroad, but it may also allow for sourcing products or parts from abroad at lower prices. As a response to changes in trade integration, new ventures may reconsider their international sourcing strategy to benefit from the harmonization in trade agreements. Conversely, we exemplify the cross-national border impact of trade disintegration with Brexit, when the UK decided to leave the EU. Brexit had an immediate and direct impact on many new ventures in the UK, as they had to adhere to new legislation. Beyond these direct implications, Brexit also caused a period of uncertainty and reshaped the venture capital market in the EU and UK differently (Bosio et al., 2025). As a result, startups in the UK received 8 to 9.5 % less equity than before Brexit (Alvarez-Garrido and Alcácer, 2023, p. 4), whereas EU-based ventures in sectors like fintech, biotech, and digital services gained greater visibility among European investors as capital was redirected toward continental hubs. This example illustrates that a global phenomenon can also have a cascading impact, which occurs when the respective phenomenon "sets off a sequence of events" (Oh and Oetzel, 2022, p. 232), which, in turn, causes entrepreneurship to be inherently international.

The introduction or changes in tariffs can impose cross-national border influences on entrepreneurship as well. Tariffs increase the costs of sourcing critical input factors (e.g., products, parts, or services) from abroad or can indirectly affect domestic ventures through a cascading effect (Oh and Oetzel, 2022). For instance, a new venture sourcing from a domestic supplier may still face higher costs if that supplier sources from a country with an import tariff. These shifts in cost structures and supply networks can alter the perceived feasibility of entrepreneurial opportunities, prompt re-evaluation of existing business models, or even deter potential entry into certain markets. To cope with the cross-national border influences of tariffs, entrepreneurial actors may need to pursue different strategies. This could involve passing on higher prices to customers and thereby run the risk of becoming less competitive or finding ways to reduce exposure to tariffs or try to evade tariffs, which, however, is usually difficult to achieve in the short-term.

Likewise, when a country imposes sanctions on a foreign state, such as the aforementioned example of Russia, entrepreneurial actors and their wider ecosystems within the state that the sanctions have been imposed upon face immediate implications. These implications can pertain to fundamental issues such as limited or fully constrained access to foreign capital, termination of existing foreign supply relationships, and limited or fully constrained access to foreign technology or knowledge, all of which can threaten the short-term survival of a new venture. The implications can also be indirect as, for example, sanctions can cause inflation, which can undermine new ventures' competitiveness due to increases in input prices. Given the severity of these implications, sanctions warrant immediate reaction to secure the short-term survival and midterm competitiveness of new ventures as well as to limit the negative consequences for the entrepreneurial ecosystem.

For entrepreneurial firms located in nations involved in cross-border conflict, one immediate implication often is the erection of barriers for trade, complicating border crossings and human mobility, or impeding movement of goods and services between the respective nations. For those conflicts that result in a war, entrepreneurial actors may face additional implications such as damaged or destroyed infrastructure or (members of) their workforce having to serve in the armed forces. While these issues directly challenge entrepreneurial actors in the countries involved, the indirect implications of conflicts between nations warrant consideration as well. That is, countries involved in conflicts are perceived to involve considerably higher business risks, which, in turn, can lead to constrained foreign investments or limited flows of capital, goods, people, and services into the respective countries. The consequences for entrepreneurial actors also differ depending on whether a conflict breaks out suddenly or persists (in changing intensities) for many decades.

Last, bans or restrictions have cross-national border influences. While bans or restrictions often pertain to security sensitive sectors such as infrastructure, military, or deep-tech, many new ventures are started in these growing sectors, not the least due to significant funds flowing into these areas. For instance, in Germany, the number of startups in the defense-tech area (e.g., Helsing, Arx Robotics) has recently achieved new heights. Investment or technology restrictions (e.g., on the EU level) may have immediate consequences for both the persistence of existing entrepreneurial ventures as well as new entrants. Notwithstanding these sector specificities, restrictions or bans can also have broader implications. For instance, as many entrepreneurs advertise and promote their products via social media (e.g., TikTok or Instagram), the banning of such a platform (e.g., in response to a political conflict) can disrupt access to key customer segments, necessitating the innovation reconfiguration of marketing strategies.

Overall, we have limited knowledge regarding the cross-national border influences of global political phenomena on entrepreneurial actors, behaviors, and circumstances, leading to many novel research questions that can be examined in an expert manner. Advancing such inquiry is critical to understanding how entrepreneurship is not only constrained by global political phenomena but also how new entrepreneurial opportunities evolve.

3.2. Social cross-national border influences

Global social phenomena also increasingly extend across national borders, reshaping the conditions under which entrepreneurship occurs. This includes, for example, the continued rise of large-scale migration, with an estimated 39.1 million individuals migrating across borders in 2022 alone (Chi et al., 2025). The spread of transnational social movements like #MeToo, Black Lives Matter, and Fridays for Future have mobilized participants throughout the world. Global tourism has also rebounded sharply since the COVID-19 pandemic, reaching 1.3 billion arrivals in 2023 (World Tourism Organization, 2024). International student enrollment is fluctuating, while digital nomadism has produced new patterns of temporary residence and employment, with an estimated 35 million individuals worldwide living and working across borders (MBO Partners, 2024). Collectively, these global social phenomena illustrate the growing interdependence of societies through the movement of people, ideas, and norms. These transformations increasingly shape entrepreneurial actors as well as their behaviors and the circumstances in which they operate.

Migration offers a particularly useful example of how social phenomena can transcend borders to influence entrepreneurship. When significant numbers of people move across borders, whether due to conflict, economic opportunity, or displacement, this produces cross-national effects on entrepreneurship in both sending and receiving countries. Since the outbreak of the Syrian civil war, Germany has received the largest number of Syrian refugees in Europe; by the end of 2023, approximately 972,000 Syrian nationals were living in Germany, including about 712,000 asylum seekers (Institute for Employment Research, 2025). This large-scale migration created immediate demand (and entrepreneurial opportunities) for housing, education, and healthcare services, including mental health support, while also reshaping consumption patterns through increased demand for culturally specific food and religious services. In short, this change in the external environment lay the groundwork for innovation. At the same time, the outflow of people generated critical needs in Syria as the sending country. The departure of working-age men and women led to labor shortages in key sectors and heightened dependence on remittances from abroad, which, in turn, spurred entrepreneurial activity in financial services, local production, and community-based enterprises designed to fill gaps in education, healthcare, and skilled labor. In both contexts, migration altered the environment for entrepreneurs by generating demand, redirecting resources, and requiring adaptation in how new entrepreneurial opportunities are created and sustained.

Transnational social movements similarly impact entrepreneurship. The global climate movement Fridays for Future, for example, has mobilized an estimated 14 million participants in more than 7500 cities across all continents (fridaysforfuture.org), amplifying public concern over climate change and environmental accountability. This wave of activism coincided with a 30 % global increase in early-stage clean-tech startups between 2019 and 2023 (International Energy Alliance, 2024), particularly in sectors such as renewable energy, sustainable packaging, and circular-economy solutions. Entrepreneurs have responded by developing ventures focused on low-carbon innovation and transparent supply chains, while investors have increasingly prioritized funding aligned with environmental and social governance standards. These patterns illustrate how the cross-border diffusion of social movements can redefine legitimacy and resource flows, and thereby reshape the opportunity landscape for entrepreneurs worldwide.

International tourism provides another mechanism through which social phenomena cross national borders and influence entrepreneurial activity. The resurgence of international travel following the COVID-19 pandemic reinvigorated the hospitality and cultural sectors across Southern Europe, Southeast Asia, and Latin America. In Thailand alone, tourism revenues surpassed USD$60 billion in 2023, reflecting renewed global mobility and consumer demand (World Tourism Organization, 2024). Entrepreneurs have responded to shifting traveler preferences by developing ventures centered on eco-lodging, local food systems, and community-based experiences. At the same time, growing awareness of over-tourism and environmental degradation has introduced new regulations and social expectations, prompting entrepreneurs to redesign their models toward more sustainable practices. Travelers themselves bring new tastes, technologies, and expectations, encouraging local entrepreneurs to innovate, diversify, and redesign their offerings. Tourism thus illustrates how the circulation of people and ideas continually reshapes the competitive landscape and, in turn, entrepreneurial opportunity and adaptation across interconnected markets.

Cross-border education also creates conditions that directly shape entrepreneurial activity. As increasing numbers of students study abroad, they circulate knowledge and cross-cultural perspectives that fuel innovation. Returning graduates often adapt ideas and technologies learned overseas to create ventures bridging markets or filling local gaps. Yet when international student enrollment declines, as seen recently in the US and UK due to stricter immigration policies, the inflow of entrepreneurial knowledge and collaboration diminishes. Entrepreneurs and firms in affected regions cannot simply opt out of these changes; they must adjust their strategies, networks, and innovation practices in response to shifting global talent and knowledge flow. The global movement of students thus represents a critical, but unstable, channel for knowledge diffusion and entrepreneurial capacity that continually reshapes the context in which entrepreneurs operate.

Meanwhile, as a response to the rise of cross-border digital nomadism, host countries from Portugal to Indonesia have introduced special visa regimes, while local entrepreneurs have responded by launching ventures in digital infrastructure, coworking, and remote-service support. These flows of globally connected professionals are reshaping how and where entrepreneurship emerges, exposing local venture activity to broader patterns of international mobility and thereby shaping the competitive landscape. For entrepreneurs, this growing mobility sets new norms and standards presenting both opportunity and complexity. In turn, new ventures must continually revisit how to attract, manage, and serve a workforce and customer base that is increasingly transient yet globally connected.

Taken together, these dynamics demonstrate that global social phenomena have become integral to the environments in which entrepreneurship unfolds. They affect who engages in entrepreneurial activity, the types of ventures that emerge, and how they adapt. Yet our understanding of these social cross-national border influences remains limited, presenting opportunities for future research to examine how global social change shapes entrepreneurial actors, behaviors, and circumstances.

3.3. Technological cross-national border influences

Similar to the aforementioned political and social global phenomena, there has been a surge in technological phenomena crossing national borders, which has manifested in multiple ways. According to the recent Global Digital Report (2025), the percentage of social media users increased from 0.4 % to nearly 65 % of the global population between 2000 and 2025. This reflects an unprecedented level of international social connectivity and communication. Digital remote work ecosystems like Upwork, Fiverr, and Toptal give access to freelancers across time zones, creating new forms of international networks of collaboration. Moreover, the worldwide adoption of digital platforms (e.g., sales platforms Amazon or Temu) or digital solutions (e.g., Paypal's payment solution) require businesses to work with multinational enterprises regardless of their location. Another example is the rapid advances in artificial intelligence (AI). According to Stanford's AI Index Report (2025), global private investments into AI reached more than USD$250 billion in 2024. Although the majority of AI-based technological solutions come from just a few countries, such as the US (e.g., OpenAI), China (e.g., Baidu), or Western Europe (e.g., Aleph Alpha from Germany), these technologies diffuse quickly around the globe. Similarly, foreign cloud computing platforms expand rapidly across borders, making advanced digital infrastructure widely accessible worldwide.

While earlier works such as Oviatt and McDougall (2005) already examined how technological forces drive entrepreneurial internationalization, they largely neglected how globally connected technology developments generate cross-national border influences that shape entrepreneurial actors, behaviors, and circumstances. For instance, international social media connectivity driven by global algorithms via TikTok or Instagram expose entrepreneurs to ideas, practices, and customer expectations shaped by worldwide content flows, even when their businesses remain entirely domestic. India now hosts nearly 413.85 million Instagram users, followed by the US and Brazil with 171.7 million and 140.7 million, respectively (DataReportal, 2025). These platforms' algorithmic structures enable users to engage with content from across the world, blurring national boundaries in information exchange and cultural influence. Entrepreneurs must manage the complexity emerging from such increased connectivity and find ways how to strategically position themselves and their new ventures to survive and thrive.

Digital remote work ecosystems represent another mechanism through which technology increasingly blurs national boundaries to influence entrepreneurship. These ecosystems allow, for example, a software developer in Lagos to collaborate with a startup in Berlin or a designer in Buenos Aires to serve global startups without relocation. In doing so, they provide new ventures with a novel mechanism to overcome short-term resource constraints (e.g., in peak workload periods). Digital remote work ecosystems impact the competitive landscape in a country by lowering entry barriers, providing access to international markets for inputs at lower prices, and enabling new forms of micro-entrepreneurship. Yet they also introduce competitive pressures and regulatory complexities as entrepreneurs must navigate diverse labor standards, tax systems, and governance frameworks.

Relatedly, the worldwide adoption of digital platforms and service solutions introduces some cross-national border challenges, as illustrated by the following example. In Germany, many entrepreneurs and their ventures rely on Paypal's payment solution as it allows for easy and quick implementation of online payments at low cost. However, in summer 2025, Paypal faced a security issue in its fraud detection system. As a result, banks blocked payment transactions in the height of around €10 billion. A heated public debate centering around sentiments like the high dependency on digital payment solutions from the US, related unintended cross-border flows of sensitive data, and whether there should be "a more trusted" European-based payment solution to substitute for the huge dependency on a US tech startup followed the event. The security incident and related public debate may contribute to seriously reducing consumers' trust in foreign-based online payment solutions like Paypal. As a response, entrepreneurs may have to reconsider their firms' online payment strategy and develop adaptive responses when similar crises or reputation shocks occur in other foreign digital services on which they depend.

While research on AI and entrepreneurship has grown rapidly (Davidsson and Sufyan, 2023; Giuggioli and Pellegrini, 2022), the cross-border dimensions of AI have received relatively little attention. This omission is surprising as AI systems are derived from globally aggregated data, meaning their development and use is inherently international in scope. Interestingly, some countries are more represented than others in pre-trained language models (Dunn et al., 2024). For instance, in a recent Harvard working paper, Atari et al. (2025) compare responses obtained from OpenAI's GPT data with data from the global world value survey. The authors' findings reveal that GPT "thinks" most closely like individuals from the Netherlands and Finland – both Western, developed, and democratic societies that are far from being representative of the rest of the world. Given that AI technologies diffuse quickly and influence how entrepreneurs worldwide generate ideas, test their business models, or optimize processes, it is crucially important to probe deeper into the cross-border implications of AI for entrepreneurship.

Last, cloud computing platforms may help improve the efficiency of many new ventures as building custom solutions internally often lies outside a new venture's technical expertise and financial capacity. Collaborating with major providers such as Amazon Web Services, Microsoft Azure, or Google Cloud gives new ventures access to advanced cloud infrastructure and technical expertise but also produces risks as these providers commonly store and/or process data internationally. New ventures may need to share sensitive information, data, or technology with the firm, raising concerns about knowledge misappropriation. Moreover, international policy regulations or regional data restrictions can affect the design and cost of these international cloud platforms. To cope with such challenges, entrepreneurs must balance efficiency and control. On one hand, relying on foreign cloud computing solutions may save considerable resources, allow for solving problems at a higher pace, and increase overall efficiency. On the other hand, to address the aforementioned technological cross-national border challenges, new ventures may need to diversify (rather than rely on a single solution from one country), monitor activities of the foreign solution provider, establish advisory teams, or prepare contingency plans (Stackpole, 2025), all of which is hard to achieve for a resource-constrained new venture.

In sum, the above discussion leads to a multitude of research questions pertaining to the technological cross-national border influences on entrepreneurial actors, behaviors, and circumstances. Technology is continuously evolving, and this evolution is shaped and implemented through globally interconnected systems. As a result, entrepreneurs are affected by technological developments regardless of whether they are actively internationalizing.

4. Conclusion

In this editorial, we advocate for a third branch of IE research focusing on cross-national border influences of global phenomena and their impact on entrepreneurship. Based on a discussion of specific examples of political, social, and technological global phenomena, we guide scholars in IE and the broader entrepreneurship field by outlining exemplary future research questions pertaining to how cross-national border influences of global phenomena impact entrepreneurial actors, behaviors, and circumstances. Given the expansiveness of entrepreneurial research and the deep expertise that has developed across its many domains, we believe that entrepreneurship scholars are uniquely positioned to contribute fresh and highly relevant insights. While our emphasis has been on understanding the implications for entrepreneurship more broadly, reflecting our view that entrepreneurship is inherently international, we acknowledge that future research could productively explore the overlap and interconnections among the three branches of IE as well.

CRediT authorship contribution statement

Stephanie A. Fernhaber: Writing – review & editing, Writing – original draft, Project administration, Conceptualization. **Christian Schwens:** Writing – review & editing, Writing – original draft, Project administration, Conceptualization.

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Data availability

No data was used for the research described in the article.

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