Virtual Teams and e-Entrepreneurship

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Abstract

The advent of the virtual teams has facilitated the emergence and formation of new companies within the Net Economy which called e-Entrepreneurship. The terms of e-Entrepreneurship and virtual teams still are new in the scholarly papers. Therefore, this introductory presentation focuses on different aspects of virtual teams and e-entrepreneurship.
“With rare exceptions all organizational teams are virtual to some extent” Martins et al. (2004)

“Virtual teams will become as important as Web to companies” Nader Ale Ebrahim (2009)
Background

• Research on virtual teams is still in its nascent stages (Badrinarayanan & Arnett, 2008; Prasad & Akhilesh, 2002).

• Few studies have been performed on the Virtual Teams and e-Entrepreneurship interactions (Matlay, H., & Martin, L. M., 2009).
Traditional Team Terminology

• Face-to-Face

• Offline
Similar terms for Virtual Teams

– Distributed Teams
– Dispersed Teams
– Online Teams
– Cyberspace Teams
– Long-distance Teams
Virtual teams?

Gassmann and Von Zedtwitz (2003) defined virtual teams as

“A group of people and sub-teams who interact through interdependent tasks guided by a common purpose and work across links strengthened by information, communication, and transport technologies.”

Ebrahim, N., Ahmed, S. & Taha, Z. In their recent (2009) literature review paper, added two key issues to the definition of a virtual team “as small temporary groups of geographically, organizationally and/ or time dispersed knowledge workers who coordinate their work predominantly with electronic information and communication technologies in order to accomplish one or more organization tasks.”
Source: Pawar (2007) - Centre for Concurrent Enterprising, Nottingham University Business School
The Publications trend of "Virtual teams"
(Source Web of Science® (December 2012))
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The publication trend of “Entrepreneurship”
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The publication trend of “e-Entrepreneurship”
(Source Web of Science® (December 2012))
The publication trend of “e-Entrepreneurship” and “Virtual teams” (Source Web of Science® (December 2012))
Virtual teams - Benefits

1. Reducing relocation time and costs, reduced travel costs  
   (Bergiel et al., 2008, Ale Ebrahim et al., 2009)

2. Reducing time-to-market  
   [Time also has an almost 1:1 correlation with cost, so cost will likewise be reduced if the time-to market is quicker (Rabelo and Jr., 2005)] (Ale Ebrahim et al., 2009, Mulebeke and Zheng).
Virtual teams - Benefits

3. Able to tap selectively into center of excellence, using the best talent regardless of location (Criscuolo, 2005, Ale Ebrahim et al., 2008).

4. Greater degree of freedom to individuals involved with the development project (Ale Ebrahim et al., 2008, Prasad and Akhilesh, 2002).

5. Provide organizations with an unprecedented level of flexibility and responsiveness (Hunsaker and Hunsaker, 2008, Ale Ebrahim et al. 2010).
Virtual teams- Drawback

1. Develop trust among the members are challenging (Poehler and Schumacher, 2007, Ale Ebrahim et al. 2010).


3. The challenges of determining the appropriate task technology fit (Griffith et al., 2003, Ale Ebrahim et al. 2010).
e-Entrepreneurship

Keywords:

• e-business
• e-entrepreneurship
• Net economy

Amazon is a true example of e-Entrepreneurship
e-Entrepreneurship

The term ‘e-entrepreneurship’ describes the act of establishing new companies specifically in the Net Economy (Matlay, H., 2004).
“E-entrepreneurship refers to establishing a new company with an innovative business idea within the Net Economy, which, using an electronic platform in data networks, offers its products and/or services based upon a purely electronic creation of value. Essential is the fact that this value offer was only made possible through the development of information technology.” (Kollmann, T. 2006).
Virtual Teams and e-Entrepreneurship

‘Virtual Teams’ consist of groups of geographically distributed individuals (entrepreneurs) who interact through interdependent tasks and are led by common (entrepreneurial) interests and/or goals (Matlay, H., & Westhead, P., 2005).
Virtual Teams and e-Entrepreneurship

Collaborative partnerships, including "virtual teams" of e-Entrepreneurs, offer significant competitive synergies that exceed their individual organizational scope and scale, as well as technical, financial and human resource support (Matlay, H., & Martin, L. M., 2009).
Conclusions

• The formation of e-Entrepreneurship a key topic for every national industry.

• Despite the growing e-Businesses, *many of the conceptual and contextual aspects of virtual teams of e-Entrepreneurship are yet to be comprehensively researched.*

• *E-Entrepreneurship and virtual teams must not be ignored by decision makers; its technological advantages are obvious and therefore will most certainly lead to new business processes and business concepts.*
Thank you!

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References