

# **Is There a Global Entrepreneurship Culture? A Comparison of German and Chinese Entrepreneurs**

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Has the globalization led to convergence of entrepreneurial beliefs? Considering global markets and access to media, one could expect that underlying values have lost their local cultural influence across the globe, making the interaction of entrepreneurial and cultural values in different country contexts an interesting avenue for research. While most research assumes a common set of values for all entrepreneurs, this study aims to investigate, if and why entrepreneurs differ across countries. Drawing on 61 interviews with founding CEOs in Germany and China, this research identifies two main entrepreneurial values that are prevalent irrespective of the cultural context. While showing significant convergence in the values of founders, the study neglects a pure global understanding of entrepreneurship. Rather, entrepreneurs integrate their cultural context into their interpretation of values, creating personalizing strategies, which guide them while founding and developing a company. The study identifies three main concepts that are interpreted differently by German and Chinese entrepreneurs, and develops a framework illustrating this interaction of cultural and entrepreneurial values, contributing to the literature on comparative international entrepreneurship. The study adds to our understanding of how entrepreneurs differ among countries and how globalizing markets, and the exchange of values and beliefs both in person and digitally affects entrepreneurial activities.

Keywords: cross-cultural research, local entrepreneurial behaviors, comparative entrepreneurship