ABSTRACT

A Philosophical And Empirical Investigation Into Entrepreneurship, National Development And Cross Border Market Expansion. The Case Of The Barbados Based Solar Water Heating Industry.

Peter Henderson Morris

Energy considerations are highly significant and can be regarded as one of the core issues of development. The world is very strong in Energy production methods but weak in carbon saving methodologies. Thus, the problem is to produce models of development that are environmentally sound. From this perspective, Barbados as a small island developing state must carve out a development model that is sustainable and consistent with the myriad of competing interest so evident in the modern international business environment.

The burning question is how to meet this need by finding the most effective and pragmatic development solutions. This research will argue that a possible solution lies in the entrepreneurial domain of enterprise development and the manner in which the critical tenets of entrepreneurship exhibited by the solar energy sector can be harnessed to drive business activity and contribute to national sustainable development. Entrepreneurship is not confined to the national business environment as enterprise formation and growth must be transferred into international markets via company level strategic alliance formation. The intention is to contribute towards the repositioning of the economy to ensure the highest possible degree of production and welfare for the country.

The research will employ both explanaticists and hermeneutical modes of analysis which are based on the meta-theoretical and epistemological assumptions underpinning knowledge construction. As such, a measure of data triangulation is evident in the results obtained which demonstrate the ability of indigenous entrepreneurial firms within the solar energy sector to initiate and foster cross border strategic alliances in international markets.

Keywords: strategic alliances, explanaticists, hermeneutical, entrepreneurship