

Entrepreneurship Research in Morocco from 2005 to 2012: A Bibliographic Study

Dr. Ahsina Khalifa.

(B.Sc, M.Sc, PhD)

Department of Management

Faculty of Management Sciences, Ibn Tofail University, Morocco.

Khalifa.ahsina@gmail.com

Dr. Taouab Omar.

(B.Sc, M.Sc, PhD)

Department of Management

National School of commerce and management, Ibn Tofail University, Morocco.

Dr. Aït Lemqdedem Hamid.

(B.Sc, M.Sc, PhD)

Department of Management

National School of commerce and management, Ibn Tofail University, Morocco.

ABSTRACT

The evaluation of the research in SMES and entrepreneurship has been the subject of several research works. These works have been made particularly in the anglo-saxon countries, Busenitz et al (2003) , Meyer and al, (2014), Frank Lasch sees and Said Yami in the francophone countries and Jose C. Sánchez Andrea Gutierrez (2011) in the Spanish-speaking countries. However, this type of research is absent in the emerging countries such as Morocco, hence the usefulness of this work. . The aims of this research is to evaluate the moroccan research in SMES and entrepreneurship. The work is based on the census of 237 articles published between 2005 and 2012 in the three main scientific journals of management in Morocco: the Moroccan journal of management control, the Moroccan journal of commerce and management and the Moroccan journal of Research in Management and Marketing.

Keywords : *Research Evaluation, SMES, entrepreneurship, historical approach.*

1. INTRODUCTION

The search field of entrepreneurship receives more and more attention on the part of policy makers and researchers from developed countries and the developing countries, and in Morocco, this field of research has become since more than decade a preferred strategy of public authorities (Taouab, O, 2014).

This field of research has experienced an exponential growth since more than half a century (Fayolle, 2000). In effect, of barely a handful of magazines 30 years ago it has exceeded the bar of 100 journals in English. For Aldrich and Baker (1997), the research in SMES and entrepreneurship has begun to attract the interest of researchers, but as a research field it has made only limited progress as scientific discipline normal. Similarly, Harrison and Leitch (1996) have found that entrepreneurship research published in journals of management from 1987 to 1993 represent a very small percentage of all the research on this area, and that the vast majority of these research is published in journals dedicated to entrepreneurship and small business.

The management training started late in Morocco, in the 90s of the last century, (Ahsina K, 2012), and the management is a relatively new area of research. By against in Morocco, to our knowledge, no analysis of scientific journals in the field of entrepreneurship has yet been made, hence, the worth of such work.

Therefore, the main question to which this work will try to provide a reply is the following:

- Is there a Moroccan research in this field?

If the response is positive, is there a theoretical preference in this research?

- What themes are studied, the methodologies used and the researchers the most productive?

Accordingly, our article will be structured in the following way: it begins with a review of the literature on the scientific publications in entrepreneurship (section 1). It is continued by the description of the methodology (Section 2). The results obtained are exposed then (section 3). And to conclude we will discuss the main results.

2 - REVIEW OF LITERATURE

Much research related to our research topic have been published in recent years. In this section, we will review the major studies that have been done at the Anglo-Saxon, French and Spanish countries.

Table 1: Main research in Entrepreneurship

Authors	Sample	Period	Methodology	Results
Busenitz and al	97 articles in seven major journals in management	from 1985 to 1999	The criteria used for selecting articles: - Published in a journal of the sample articles, -between 1985 and 1999 - Which contains the keyword entrepreneurship or similar.	Articles published in this field of research are less than 2% of all articles published in management, - The rate tends to increase, - Empirical articles are increasing, Journal of Business Venturing JBV emerges as a magazine dedicated specifically to the field of entrepreneurship
Meyer and al	Using the database of Web of Knowledge Web;	From 1990 to 2009	Using structural analysis	Domination field sought by Anglo-Saxon authors past twenty years, the conceptual framework proposed by Shane and Venkataraman in the journal The Academy of Management Review in 2000 is the quote with 1,200 citations
Frank Lasch and Saïd Yami	253 articles and papers in journals 2 and 2 conferences	From 1995 to 2005	The criteria used for selecting articles: - Published in a journal of the sample articles, -between 1995 and 2005 - Which contains the keyword entrepreneurship or similar.	Distinctive "French touch" of entrepreneurship researchers There is a preference for qualitative methods, conceptual contributions and the entrepreneurial process as preferred theme. * Mainly francophone dissemination of knowledge still insufficient internationally which limits the diffusion of French entrepreneurship research.
José C. Sánchez and Andrea Gutiérrez (2011)	471 articles	From 1977 to 2009	The database is composed of articles in the Social Sciences Citation Index Web of Science's Institute for Scientific Information (ISI) written by Spanish authors that includes the word «entrepreneur» in the title, keywords, or abstract and the word «Spain» in address from 1977 until December 2009.	There are preferably a qualitative methods, the conceptual contributions and the entrepreneurial process as a research theme privileged However, mainly Spanish still insufficient dissemination of knowledge at the international level which limits its diffusion

The literature review suggests that there are some similarities and many differences between the Anglo-Saxon, and research in French and Spanish speaking countries. Indeed, research in entrepreneurship remains low in terms of percentage of the work in management, and this rate tends to evolve over the past two decades. By cons, in terms of research methods, the Anglo-Saxon authors have a preference for quantitative methods, unlike the French and Spanish authors.

The English language is a tool for the dissemination of scientific research, the fact that the largest number of high-quality journals published in Anglo-Saxon countries.

3. RESEARCH METHODOLOGY

Our historical methodology is based on the analysis of articles in the following dimensions: the ranking of journals and authors, topics studied and finally the research methods and data used.

The scarcity of journals in the field of management research, has led us to select the three major journals in the field: The Moroccan Journal of Management Control, the Moroccan Journal of Commerce and Management of the National School of Commerce and Management of Tangier and the Moroccan Journal of Research in Management and Marketing.

Our research is based on an analysis of 237 scientific papers published by these three journals during the period 2005-2012. We present in this section, the sample studied, and the codification used for our research.

3.1. The sample

We first present the three journals, object of our search, and then in a second stage we will present the scientific production.

Table 3 - Distribution of articles by journal management, and workforce numbers

Journals	Years	Number of issues	Number of articles	%
Moroccan Journal of Management Control (Rmcg)	2009, 2011,212	4	57	24%
Moroccan Journal of Commerce and Management (Rmcg-Tangier)	2005, 2006, 2007, 2008, 2009, 2010,2012	7	69	29%
Moroccan Journal of Research in Management and Marketing (Remarem)	2009, 2010, 2011, 2012	8	111	47%
	Total	19	237	100%

We find that the Moroccan Journal of Research in Management and Marketing produced over 47% of articles in management, followed by the Moroccan Journal of Commerce and Management with 29%, the Moroccan Journal of Management Control is in last place with 24%. This difference can be explained by the editorial line of the first two journals that are generalists, while the Moroccan Journal of Management Control is more specialized in the field of management control.

Table 4: Annual distribution of articles in SMEs and Entrepreneurship

Years	Moroccan Journal of Management Control	Moroccan Journal of Commerce and Management	Moroccan Journal of Research in Management and Marketing	Total
2005		1		1
2006		2		2
2007		6		6
2008		1		1
2009		1	1	2
2010		3	0	3
2011	3	0	3	6
2012	2	4	0	6
Total	5	18	6	29
Importance of research in SMEs and entrepreneurship	2%	8%	3%	12%

After analyzing the table we see that the Moroccan scientific production in Entrepreneurship is still low, with 12% of all Moroccan production management from 2009 to 2012.

We also note that the Moroccan Journal of Commerce and Management is the leading journal in the field of entrepreneurship with a percentage of 8%, followed by the Moroccan Journal of Research in Management and Marketing with 3% and finally Moroccan Journal of Management Control with 2%.

3.2. Coding elements of the analysis

To analyze articles SMEs and entrepreneurship we was used some descriptors (2.2.1), we also used a coding methodologies (2.2.2) and finally a coding of counting citations.

3.2.1 Coding the concepts of SMEs and entrepreneurship

To describe the concept of SMEs and entrepreneurship more descriptors are commonly used, inspiring us to research of Kizaba (2006) was mobilized the following grid:

- Entrepreneurship;
- Entrepreneurship;
- Innovation;
- Entrepreneurial Organization;
- Entrepreneurial Management;
- Entrepreneurial Company;
- Business Creation;
- SME.

3.2.2 Coding of methodologies

The classification used by Needles, Jr (1997) is interesting to study the different research methods used by the authors, it is divided into six classes:

- Quantitative Methodology;
- Qualitative Methodology;
- Modelling;
- The historical methodology;
- The review of the literature;
- And the discussion;

3.2.3 Coding of contributions

When an article is co-written by several authors, the contribution of each author is measured by a fraction.

4. RESULTS AND DISCUSSION

We present first results concerning the nationality of the authors and their influence (1.1), and those that relate to its main themes studied (3.2) and finally those on methodologies mobilized (1.3).

4.1 Nationality and rank of authors

It is found that 60% of authors publishing in the three journals are Moroccan (Table 5) and 19% are French or Franco-Moroccan, 12% are from the Maghreb countries and the rest 9% from other nationalities.

We note that the majority of articles was published in French, and that the majority of editorial boards consist on famous French research, which indicates their influence on the Moroccan research management.

Table 5: Distribution of researchers by nationality

Nationality	Number of authors	%
Moroccan	26	60%
French	8	19%
Tunisian	3	7%
Algerian	2	5%
Italian	2	5%
Turkish	1	2%
Iranian	1	2%
Total	43	100%

Analyzing the Table 6, we see that only ten authors reported more than one article, and these authors have produced more than 43% of Entrepreneurship Research.

It is also noticed that female research is well represented with 4 articles.

At the institutional level, the national business schools and management of Tangier produces more than 50% of research in entrepreneurship, followed by faculties of economics by 30%, and finally the French Institute of Business Administration by 20%.

Table 6: Classification of authors and research institutions in Entrepreneurship

Rank	First name	Last name	Number	Institution	Nationality
1	Mostafa	ABAKOUY	2	ENCG Tanger	Moroccan
2	Robert	PATUREL	2	IAE Toulon-Var	Française
3	Driss	FERHANE	1,5	ENCG Tanger	Moroccan
4	Souad	AILLI	1	Fsjes., Meknès	Moroccan
5	Mohamed	TAHROUCH	1	ENCG Tanger	Moroccan
6	Abderrahman	AMINE	1	ENCG Tanger	Moroccan
7	Noureddine	AMINE	1	ENCG Tanger	Moroccan
8	Amina	AOMARI	1	Fsjes, -Rabat-Souissi	Moroccan
9	Laila	FEKKAK	1	Fsjes, Fès	Moroccan
10	Nathalie	HECTOR	1	IAE de Nice	French

4.2 Main topics studied

In line with what is done at the French Research Entrepreneurship, the theme of SMEs leads with 19 articles (66%), followed by entrepreneurship with 10 articles (34%).

Table 7: Ranking of research topics in Entrepreneurship

Journals / Topic	SMEs	Entrepreneurship	Total
Moroccan Journal of Management Control	5	0	5
Moroccan Journal of Commerce and Management	9	9	18
Moroccan Journal of Research in Management and Marketing	5	1	6
Number	19	10	29
Percentage	66%	34%	100%

4.3 The different methodologies mobilized in entrepreneurship research

The review of the literature leads the research methods used by researchers with 19 articles (66%), followed by qualitative methods with 8 articles. Quantitative methodology ranks last with 2 articles (7%).

Consistent with Lasch and Yami (2008), that there's also a preference of Moroccan researchers for qualitative methodologies due to the "French Touch" effect.

Table 8: The Research methods used

Journals / Methodology	Quantitative	Qualitative	Literature review	Total
Moroccan Journal of Management Control	0	1	4	5
Moroccan Journal of Commerce and Management	1	6	11	18
Moroccan Journal of Research in Management and Marketing	1	1	4	6
TOTAL	2	8	19	29
Percentage	7%	28%	66%	100%

CONCLUSION

The objective of this article was to present the main results related to a literature review on the Moroccan Research Entrepreneurship. This study is the first in Morocco have tried to evaluate scientific research in management sciences in general and entrepreneurship in particular. Moroccan Journal of Commerce and management of Tangier is the first Moroccan journal in terms of scientific production in SMEs and entrepreneurship,

The following results should be noted:

Moroccan scientific production in Entrepreneurship is still low, with an average of 3.6 articles per year over the period 2009 to 2012,

- Ten authors have published more than one article, and produced more than 43% of Entrepreneurship Research,

- The theme of SMEs is the most studied topic with 66% of scientific production Entrepreneurship, followed by the theme of entrepreneurship field with 34%.

- The review of the literature leads the research methods used by researchers with 66% of scientific production, followed by qualitative methods with 28 %, and quantitative methodology ranks last with 7 %.

In our main question: Is there a Moroccan research in the field of entrepreneurship?

Yes, there's some research in this field of research (29 articles over a period of nine years), but the production and productivity is low. However, the trend is on the rise since 2011.

In spite of these results should be treated with caution. The inexistence of databases of Moroccan research work in management complicates the task of the researcher.

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