GLOCALISATION OF ENTREPRENEURSHIP TO AFRINTUNEURSHIP AS AN ORGANIC ONTOLOGY IN ENTERPRISE DEVELOPMENT: A CASE OF ZIMBABWE

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ABSTRACT

This research interrogates the conformation and balance of the form of entrepreneurship Africa has encultured from without. Contemporary entrepreneurship is a fit and in balance in other parts of the world that it is on the increase in all facets of life, except in Africa. In Harare and Svosve, entrepreneurship appears to be stunted in functionality and structural effectiveness. The concept in its present format is often foreign to the relational Africans that instinctively dance to a rhythm in sync with a natural, contextual, cultural, collective and spirited dimension of entrepreneurial enterprising. In its view, this research has termed this Afrintuneurship. The aforementioned African contextual tenets seem to be marginalised in the contemporary entrepreneurship praxis. The Harare urban informal sector, co-researched with Svosve rural women case studies attempted to heal the ills that emerged in the phenomenon. This was done through a spirallic research journey of narrative grounding, hermeneutic emergence, navigation through Critical Theory critiquing and effecting the research outcomes through transformative action that engaged Co-operative Inquiry processes. An incongruence of the exogenous knowledge systems (EKS) with the local indigenous knowledge systems (IKS) in entrepreneurship was revealed. This was navigated to result in the formulation and birth of a state of knowledge- an ontology that is organic. Such a glocalised platform reflecting the integration of local application and global integrity transformatively revealed an original, boundless, happy and inclusive knowledge, embracing the self, family, community and society (SOS) in general. All equitably and sustainably benefit afrintuneurship, fostering enterprise development in the process. Implications and limitations of outcomes are discussed and future research direction is recommended.

Keywords: Afrintuneurship, Glocalisation, Organic ontology.