



RACE: The Theory of Emergence for Strategic Entrepreneurship

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ABSTRACT

This paper discusses the theory of emergence for strategic entrepreneurship, RACE. It explains the importance of contemplation in developing entrepreneurship among leaders, which would be crucial in attaining strategic agility that is needed for organizational sustainability. One of the difficulties in developing entrepreneurship is due to inability to breakthrough from social needs to self-esteem needs. RACE highlights that contemplation enable individuals to fulfill their self-esteem needs and move towards operating from superconscious mind which enables creativity. Creativity is the link between superconscious mind and universal energy. Through this link, individuals would be able to discover and recover novel ideas that will be beneficial for human kind and crucial for organizational sustainability.

Keywords: Theory, Entrepreneurship, Emergence, Contemplation, Creativity, Entrepreneurial, Strategic Agility

JEL Classification: M130

1. INTRODUCTION

As stated in Collins Dictionary (2016), theory can be defined as “a system of rules, procedures and assumptions used to produce a result.” A theory can be normative (or prescriptive) (Kneller, 1964) which refers to a postulation about what ought to be that provides “goals, norms, and standards.” A theory can be a body of knowledge, which may or may not be associated with particular explanatory models, i.e. to theorize is to develop this body of knowledge (Thomas, 2007). Although both share common elements in their definitions, theories are aimed at generalized statements while model is aimed as a helpful tool to understand specific phenomena. A model is often used to describe an application of a theory for a particular case.

This paper discussed the theory of emergence for strategic entrepreneurship, RACE. Figure 1 depicts the formation of theory.

As shown in Figure 1, from the day to day issues that either gives us problems or happiness, we start asking questions, why is it so. From the questions raised, we try to make deduction of all possible causes which in turn becomes a statement that we called hypothesis. Subsequently, we gather more information from the scientific research to confirm the hypothesis and make it a concept.

With further empirical evidence, we could either directly construct a theory or model; based on the concept developed.

In similar manner, two models called SWIM: The strategic management process (Muthuveloo and Teoh, 2013) and I-TOP-strategic agility model (Muthuveloo and Teoh, 2014) have been developed. The applications of the two models were tested through sufficient empirical evidence obtained from robust research work, and thus arriving at this theory of emergence called RACE.

2. STAGES OF LEARNING IN STRATEGIC ENTREPRENEURSHIP DEVELOPMENT

Figure 2 shows the three stages of learning in strategic entrepreneurship development. A complete learning process has three stages comprises of knowing, understanding and practicing.

In Stage 1, the five senses of hearing, feeling, sight, smelling and tasting are utilized by all individuals to get to know phenomena through reading/listening/observation. Moving on the Stage 2, discriminative ability via the brain cells is utilized to make sense of the things we get to know and understand. Human beings are very unique creations on earth that are the only living beings that

have the faculty called “intellect.” Intellect induces the abilities for human beings to create, preserve and destroy anything on this earth. Figure 3 depicts the conscious diagram that explains further on this.

As shown in Figure 3, individuals operate from three level of consciousness. The lowest level is called subconscious level. The middle level is called conscious level, which can be further divided into unconscious and fully-conscious level. Unconscious level is where you are conscious but do not know what is going around you. Fully-conscious level is where you are conscious and know exactly what is going on. The highest level is called superconscious level.

At Stage 2, subconscious level is referred to in interpreting what we get to know. Information stored in the subconscious level in the form of energy are based on past experiences arises from energy as results of childhood conditioning and upbringing environmental factors. Human beings are normally pessimistic and will react to current situation based on what is stored in the subconscious mind. We might not be able to try new things or think out of box and are often comfortable operating within the boundary they are familiar with. As this subconscious mind is dominated by past information, we tend to analyze things that we get to know through past experience, childhood conditioning and influence of norms set in our current living environment. As a result, we are unable to move towards being creative or innovative as we just accept things we get know. After knowing and understanding, we put it into practice in Stage 3 of learning. Conscious level is where you are in the awakening state and knowing what is going on. Even during the conscious level, we may not know completely know what is going on around us as our sensory organs will not be able to sensor everything that is happening around us. In reality, we do not really put in practice many new things we learned and eventually the knowing and understanding of new thing are not being fully utilized for betterment. The main obstacle towards practicing new things is our subconscious mind. If we do not put anything we know and understand into practice, it means nothing to us.

Conscious level is still dominated by energy arising from the subconscious level which was accumulated or formed throughout one’s life experience. We react positively to certain situations if your life experience is positive towards that situation and vice versa. In other words, we are still controlled by the energy from subconscious mind. People at this level have two options, i.e. either keep on living as they are, or move towards the superconscious level. Many of us end up being in the conscious level as the task to move towards superconscious level is very challenging.

Individuals who operate from the superconscious level are people in touch with their higher self within and has better chances of doing thing differently. This is the level which is crucial in developing entrepreneurial thinking in individuals. At this level, individual will have the harmony within the physical, mental and spiritual aspects of oneself. This harmony will provide the individual with all the positivity needed to move forward in life, as well as being creative and imaginative in managing their life.

Figure 1: Formation of theory

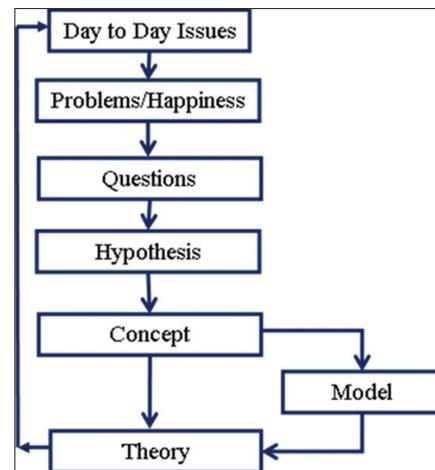


Figure 2: Stages of learning

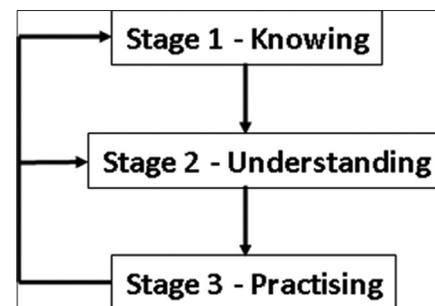
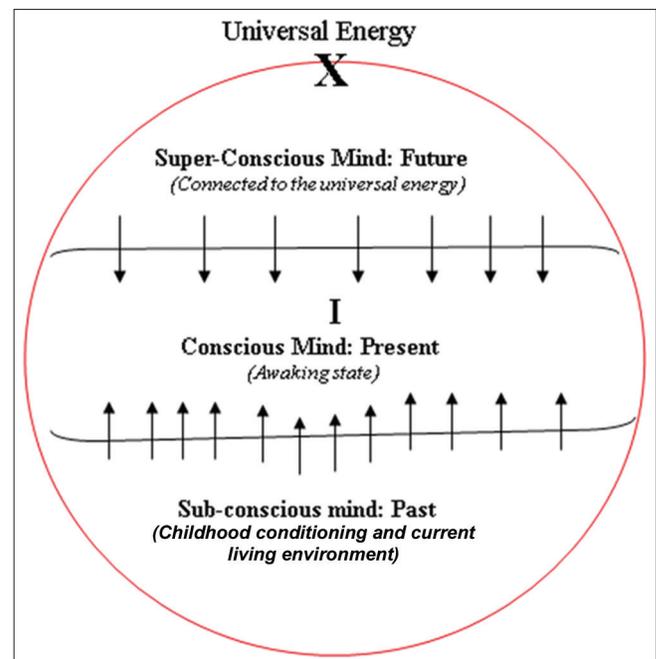


Figure 3: Conscious diagram



3. THE THEORY OF EMERGENCE FOR STRATEGIC ENTREPRENEURSHIP - RACE

The following sections discuss the details of how entrepreneurial thinking in developing strategic entrepreneurship can be attained through the three stages of learning. The

fundamental of this starts with RACE and eventually becoming a STAR.

Stage 1: Knowing: Uniqueness of theory of emergence - RACE

The theory of emergence RACE has several distinctive characteristics as compared to existing theories such as resource based view, dynamic capabilities, social exchange theory, stimulus-response theory, Marlow’ hierarchy theory of need and others.

This unique theory of emergence RACE incorporates reading/listening/observation (R), analysis (A), contemplation (C) and emergence (E) as shown in Figure 4.

Based on our subconscious mind, most of us are knowing and analyzing existing theories, utilizing them to enrich academic world as well as help practitioners to be more profitable and sustainable by creating competitive edge. On the other hand, we are utilizing the past information that stored in our subconscious mind arising from the past experience, childhood conditioning and influence of norms set in our current living environment. We are trying our best to create future by utilizing the past.

RACE will take individuals to another level where they will be able to utilize the super conscious mind to be more creative and innovative. Instead of preparing for future based on information from the past, it will enable individuals to use foresight, which empowers individuals to recover and discover needs and ways of doing things differently.

In order to be creative or innovative, we need utilize contemplation. Contemplation will enable us to move away from the boundary set by subconscious mind and utilize the superconscious mind to be creative. Upon continuous contemplation, one will able move to the final stage called emergence, where individuals can utilize their super conscious mind which is connected to universal consciousness, to recover and discover things. It allows room for the generation of novelty, ways of seeing and doing things differently that are more beneficially for mankind, while being noble, human and environmental friendly. This brings upon the development of strategic entrepreneurship orientation in individuals.

Creativity means creating something with a purpose, which could solve a problem or have an effect on society or ourselves. Creativity is the foundation towards entrepreneurial thinking that eventually develop strategic entrepreneurship.

The two most important elements of creativity are initiative and imagination. Initiative is a creative faculty within us. It provides us with the power to discover and urge to do things in new ways. Imagination is a very important factor in creative thought, but will only become effective when it is ripened into conviction with a strong will. When we imagine something with all the power of our will, our imagination will be converted into convictions, which will hold against all odds to make our imagination come true. Imagination enables us to create, where breaking the bonds of known; the mind generates new forms, ideas, images, music or

pose, mathematical insight or mechanical invention. Imagination is the element of creativity that exist in the super conscious level that connect super conscious mind to the universal energy. It allows us to utilize psychological energies stored in our superconscious mind to explore the universal consciousness to recover things that we had forgotten or discover things that are useful to humankind that exist in the universal consciousness.

Stage 2: Understanding - How RACE helps?

After knowing the uniqueness of RACE, we are going to look at how it will assist business scholars and practitioners to be successful. As shown in Figure 5 Maslow’s hierarchy of needs (Maslow, 1943), one can only achieve self-realization/fulfillment upon attaining self-esteem. As most of are caught in fulfilling social needs, we are not able to attain self-esteem.

Based on Abraham Maslow’s hierarchy of needs, the third needs being the social needs play a vital. If a person is always being eliminated in the development of the society and country, he/she will end up being frustrated or angry, and in turn will take revenge without realizing. This is one of the reasons for the origin of criminals, gangster and terrorist.

The four main goals of everyone being caught in social needs level is to compete for money, energy, time and food. Deprivation of any of the four elements mentioned leads to unethical behavior.

Figure 4: RACE - Theory of emergence for strategic entrepreneurship

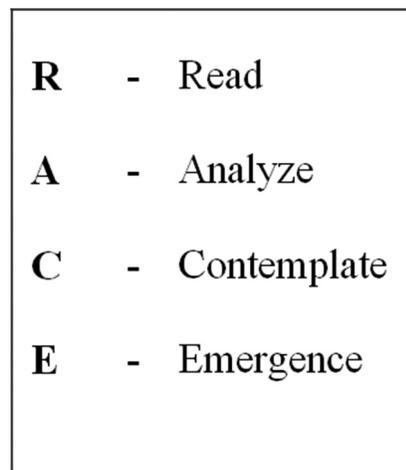
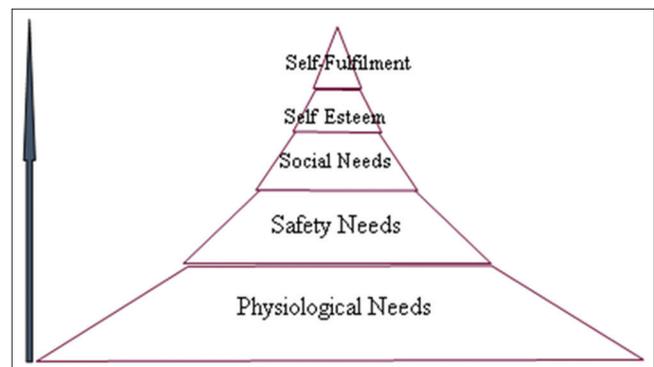


Figure 5: Maslow’s hierarchy of needs



People accumulate wealth more than they need. As the have-continuously multiplying their wants, the have-nots are deprived from having sufficient food, clothing, shelter, energy and time that leads to self-fulfillment. These in turn creates social problems such as conflicts within individual, community and nations; environmental crisis and social crisis.

Human being become unethical due to the six enemies embedded in their subconscious mind. When the negative energy is activated, it emotionally influences one to be unethical. In other word, human beings become unethical due to the influence of the negative energy unknowingly. The six enemies mentioned above are lust, anger, greed, fear, jealousy and hatred. Although every human being has the six enemies embedded in us, the dominant energy could be difference. Some might be controlled or driven by anger, while the other by jealousy. This dominant force will influence our perception that we formed from the five perceptions called the hearing, sensing, sight, taste and smell. Negative perception will lead us to be unethical.

The fundamental causes are originated from childhood conditioning, life experiences and current living environment. Childhood conditions play a vital role in the formation a human being. Human beings are formed by the age of 5 years and the experience is strongly embedded in the subconscious mind. The positive energy embedded will help to them to be good citizen, while negative energy known as childhood wound will lead to problematic human being due low self-esteem arise from feeling of being powerless, abandonment and worthless.

Life experiences also can induce negative energy into us. The current living environment, sometimes known as peer pressure, also plays a vital in inducing the negative energy. In the process of meeting the needs of others or competing for equal status, human beings carry out unethical activities such as breach of trust, corruption, bribery and even discrimination. In nutshell, the author believes that unethical behavior can only be eradicated when one attain self-esteem that helps to make “every pulse of them filled with love towards fellow human being.”

Referring to the hierarchy needs of Maslow, social needs is the level one has to cross in order to achieve self-esteem. Many of us are not able to achieve self-esteem as we are caught up in the social needs level. As we still operating via our subconscious and conscious mind, we are bound the past experience and norms set by the society. We are dominated by passive and aggressive energy that we utilize to fulfill the social needs instead working towards attaining self-esteem and eventually self-fulfillment. We are caught in the social needs horizon and working towards fulfilling the social needs, which eventually will leads us to be a mediocre.

RACE will enable individuals to move towards attaining self-esteem by enabling us to utilize the superconscious mind via contemplation. If we are dominated by a balanced energy store in superconscious mind, we will be able to work towards attaining self-esteem that is needed to be creative by utilizing concepts such as I-TOP strategic agility model, SWIM-strategic management process model, blue ocean strategy, design thinking and disruptive

innovation in recovering and discovering new things which the author calls emergence.

Stage 3: Practicing: Emerging from RATS to STARS

As depicted in Figure 6, the RATS and STAR acronym stands for the following:

R: Remote	S: Self-confidence
A: Avoidance	T: Think
T: Timid	A: Ambition
S: Self destructive	R: Rise

Successful individuals and entrepreneurs realize and utilize their intellect to energize the “STAR-factor” that eventually leads to them to be “STAR.” Unsuccessful people has not realized the “S-factor” and instead exploiting the “RATS-factor” that prevents them from being thriving, eventually leading them to be the “RATS.”

3.1. RATS

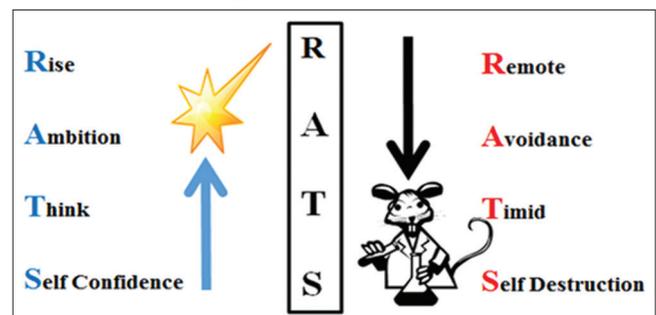
RATS are mediocre people, who live in status quo, continue living for the sake of living, while being dominated by the STARS. They are fearful and will not put any additional effort to improve but keep on complaining about the constraints around them such as being discriminated with no opportunities given. They often find excuses to not progress in life due to external environment, demographic structure, social needs, economic development, disposal income and education opportunities.

RAT’s factor that restricts a human being from being fully blossom with all the capabilities available within them to lead a happy life. People dominated by RATS factor lives like the RATS. They live in isolation and RATS factor comprises of remote, avoidance, timid and self-destruction is the inner feelings that stop a person from being a star. It arises mainly from our subconscious mind which is very much influenced by our past experience and external environment. RATS factor suppresses feeling and prevents them from being and expressing themselves fully. It is the negative aspect that prevents one not only from rising, but fall in darkness that will lead to self-destructive.

3.2. STARS

STARS are people like Albert Einstein, Mahatma Gandhi, Mother Theresa and Muhammad Ali were able to attain physically, mentally or spiritually energy to dominate the world, and eventually become leaders and role models. They have great

Figure 6: RATS to STAR



power to inspire many others to be STAR. They are remembered for their legacy, talents, sacrifice and contribution for generation even after their departure from this world. They attained self-esteem and utilizes superconscious mind, whom the author called Transformer. Transformers are people who are generally creative by nature and able to continuously manage situations positively by having strong influence over the environment they are associated with.

STAR-factor comprises of self-confidence, ambition, thinking and rise is the inner feelings that guide individuals through to do something that you are not sure of doing it at that moment. There will always be a question whether you are doing the right thing or it is worth doing what you are doing. In most cases, individuals somehow ended up following this inner feeling and achieve things beyond our imagination. This is referred to as the STAR-factor' which creates STARS - successful individuals and entrepreneurs. STAR factors are connected to our superconscious mind which is very much guided by the Higher-self. In the business world, STARS are people who that make their presence "FELT." The acronym "FELT" comprises of Founder, Entrepreneur, Leader and Turnarounder.

4. CONCLUSION

RACE - The theory of emergence for strategic entrepreneurship helps to concur social needs and move on to achieve self-esteem that is needed for self-fulfillment. This can be only achieved by utilizing the third dimension called contemplation, which enable us to utilize our superconscious mind. Utilizing energy from superconscious mind will help us to overcome the dominant of the subconscious mind or the past energy arise from our

childhood conditioning, past experiences and current living environment.

Upon continuous utilization of superconscious energy, we will be able to tap the universal consciousness and recover and discover new ideas through model/concept such as I-TOP strategic agilities model, SWIM-strategic management process model, blue ocean strategy, design thinking and disruptive innovation which is referred to as emergence. In a nutshell, RACE will enable you to be a STAR in the context of strategic entrepreneurship.

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