



Taloustieteiden tiedekunta



CREATING ENTREPRENEURIAL OPPORTUNITIES – AN ORGANIZATIONAL AND SOCIAL CONSTRUCTIVE PHENOMENON IN THE CREATION PROCESS OF NEW BUSINESSES

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The structure of presentation

1. Introduction
2. Entrepreneurial opportunity creation literature
3. Theoretical framework
4. Theoretical integration of the paper
 - Neutral opportunities
 - Intention-driven entrepreneurial opportunities
5. Conclusions
6. Limitations and directions for future research
7. References



1. Introduction

- Entrepreneurial opportunity seeking (e.g. Shane & Venkataraman 2000)
 - Exploration and exploitation of profitable opportunities
 - The creation of new businesses as a motor of change
 - Processual nature of contemporary business
 - Entrepreneurial opportunity seeking field of research (adapting Sarasvathy, Dew, Velamuri and Venkataraman's 2003 three views)
 - Allocative view (e.g. Hayek 1945; Marshall 1920)
 - Discovery view (e.g. Kirzner 1997; Schumpeter 1911 (1934 in English))
 - Creative view (e.g. Sarasvathy 2001; Hjorth 2004; Johannisson 2007)
- THIS PAPER
- Creative view to see entrepreneurial opportunities
 - Dialectical creation process of new businesses (Van de Ven & Poole 1995)



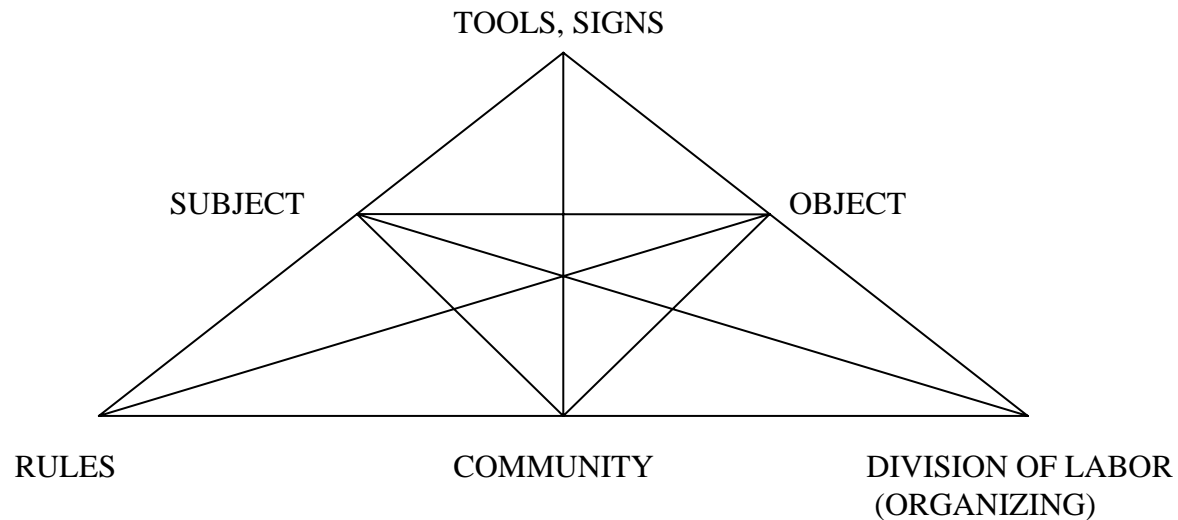
2. Entrepreneurial opportunity creation literature

- The logic of effectuation (Sarasvathy 2001)
 - The role of imagination instead of prediction
 - Controllable aspects of an unpredictable future
- Creative space (in-between) (Hjorth 2005)
 - The French term of entrepreneurship (ENTREPRENDRE)
 - ENTRE = Stepping into creative space (in-between)
 - PRENDRE = Stepping out from creative space (opportunity grasping)
- Sensemaking & sensegiving (Weick 1979; Hill & Levenhagen 1995)
 - Developing a “vision” of how the environment works (sensemaking)
 - Communicating a “vision” to others in an organization (sensegiving)



3. Theoretical framework

Engeström's (1987) model of the structure of human activity





4. Theoretical integration of the paper

- Neutral opportunities
 - Subject – object – community -triangle from Engeström’s (1987) model
 - Ideas to do something “neutral” actively (sensemaking)
 - Fundamental human action (effectuation)
 - A step into creative space (in-between)

- Intention-driven entrepreneurial opportunities
 - Rules – tools, signs – division of labor (organizing) -triangle (Engeström 1987)
 - Intentions to do business (sensemaking and sensegiving)
 - Considering whether neutral opportunities really work (more effectuation)
 - A step out from creative space (in-between)



5. Conclusions

- Theoretical implications
 - Developing the creative view (two types of opportunities in creative space)
 - The dialectical creation process of new businesses in the pluralistic environment
 - Subjective nature of entrepreneurial opportunities
 - Engeström's (1987) activity-theoretical approach

- Managerial implications
 - Observation of neutral opportunities
 - Courage to launch intention-driven entrepreneurial opportunities
 - Construction of creative spaces (e.g. 3 M)



6. Limitations and directions for future research

- Engeström's (1987) model of the structure of human activity
 - Theoretical base (Vygotsky 1978; Leontjev 1977; Leontjev 1981; Luria 1979)
 - A way to see and analyze research material
- The need for empirical research
 - Current literature emphasizes strongly theoretical concepts
 - There are not many empirical studies available
- Ontological confusion in the concept of entrepreneurial opportunity
 - Allocative and discovery views (adapting Sarasvathy et al. 2003)
 - Entrepreneurial opportunities exist before their creation



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