DYNAMIC INTERACTIVE EFFECTS OF THOUGHT, EMOTION AND ACTION AS SOURCES OF INFORMATION IN ENTREPRENEURSHIP (SUMMARY)

Minet Schindehutte
Syracuse University, mschinde@syr.edu

Recommended Citation
Schindehutte, Minet (2007) "DYNAMIC INTERACTIVE EFFECTS OF THOUGHT, EMOTION AND ACTION AS SOURCES OF INFORMATION IN ENTREPRENEURSHIP (SUMMARY)," Frontiers of Entrepreneurship Research: Vol. 27: Iss. 6, Article 21. Available at: http://digitalknowledge.babson.edu/fer/vol27/iss6/21

This Summary is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized administrator of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
Summary

Dynamic Interactive Effects of Thought, Emotion and Action as Sources of Information in Entrepreneurship

Minet Schindehutte, Syracuse University, USA

Principal Topic

A “thinking-doing” link is central to prevailing views on entrepreneurial cognition (Mitchell, et al, 2007) as an antecedent of entrepreneurial action (McMullen & Shepherd, 2006) in which the entrepreneurial mindset (McGrath & MacMillan, 2000) is a dispositional characteristic of the person-in-situation. A boundedly rational, satisficing thinker (Simon, 1969), the entrepreneur crafts new means-ends relationships at the individual-opportunity nexus (Shane & Venkataraman, 2000). Recent evidence has raised questions about this highly individualized cognitive-oriented psychological view (Loewenstein, et al, 2001) and dynamic effects (Tan, 2006), amidst increased attention to how others (Slovic, et al, 2002) and the body shapes the mind (Camerer, et al. 2005).

Method

This study explores the dynamic interaction between the socially situated individual and his/her social/physical worlds using systems theory (von Bertalanffy, 1968). In an open system, cognition is social, embodied, situated, distributed and enacted (Clancey, 1997). It is argued that the entrepreneur is an action-initiated (not action-oriented) thinker. Instead of the now dominant social cognition perspective involving a stop-start think-act routine, a generative act-think-act dynamic is proposed. Information filled with emotional, rational and experiential content is transformed into emergent acts of order creation between the edges of order and chaos. Importantly, entrepreneurial action (not behavior) is conceptualized as a multi-agent multi-dimensional enactive space that evolves from continuous intra-individual (emotion, cognition, action), inter-individual (e.g., communication, negotiation, persuasion) and situation (e.g., physical, geographic, cultural context) interactions. Thus, entrepreneurial cognition and action is not located inside a person, and cannot be reduced to disembodied individual behavior.

Results and Implications

A systems perspective is uniquely able to demonstrate the psychodynamics, interactive and reciprocal effects and polyrhythmic nature of entrepreneurial action. The proposed model refocuses attention on key issues about entrepreneurship and its disciplinary roots that transcend psychology. It points to entrepreneurship as a meta-discipline (not merely inter-disciplinary and trans-disciplinary) that integrates activities at different levels of analysis. Although this conceptualization challenges strongly held views that underpin empirical studies in the entrepreneurship literature, it explains contradictory findings in studies relying on within-person characteristics to account for differences in opportunity recognition, venture start-up or performance. It also moves the discipline beyond definitional dilemmas involving issues such as individual entrepreneur/team, for-profit/non-profit, or start-up/corporate entrepreneurship.

Contact: Minet Schindehutte; mschinde@syr.edu; (T): 315-443-3586; Syracuse University, Syracuse, NY 13244.