

6-9-2102

ENTREPRENEURIAL OPPORTUNITY AS EXPRESSED IN ACTIONS (INTERACTIVE PAPER)

Rok Stritar
University of Ljubljana

Mateja Drnovšek
University of Ljubljana, mateja.drnovsek@ef.uni-lj.si

Recommended Citation

Stritar, Rok and Drnovšek, Mateja (2102) "ENTREPRENEURIAL OPPORTUNITY AS EXPRESSED IN ACTIONS (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 32: Iss. 15, Article 24.
Available at: <http://digitalknowledge.babson.edu/fer/vol32/iss15/24>

This Interactive Paper 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.

≈ INTERACTIVE PAPER ≈

ENTREPRENEURIAL OPPORTUNITY AS EXPRESSED IN ACTIONS

Rok Stritar, University of Ljubljana, Slovenia
Mateja Drnovšek, University of Ljubljana, Slovenia

Principal Topic

Dimov (2010) suggested that the notion of entrepreneurial opportunity could be better adapted to entrepreneurship reality by focusing on the substance of entrepreneurial behavior, that is, observing entrepreneurs act as they seize opportunities. This study focuses on early techniques and actions of novice entrepreneurs that over time turned out to be key players. By trying to answer “How do novice entrepreneurs that identified an opportunity in an emerging industry seize and develop the opportunity?” we seek to add to current knowledge on what techniques and actions entrepreneurs employ in opportunity recognition and development process by studying novice entrepreneurs in emerging industry.

Methods

We used a multiple case study research design with a combination of grounded theory building to study how two teams exploited opportunities in an emerging industry of internet ventures. The approach enabled treating the studied opportunities as holistic, contextually situated cases rather than a temporal collection of individual variables and qualitative methods are seen as instrumental in studying emerging industries. Among numerous internet ventures Skype and Youtube cases were selected as good exemplary cases of the companies that emerged after the 2000 stock exchange crash. The services offered by the ventures attracted millions of users and created a hype resulting in ample news on their development which enabled the development of a very reliable chain of events. To increase the validity of the emergent concepts we created a research framework based on the existing theory, performed cross case analysis by including two major cases and several mini and performed triangulation to test the emergent concepts towards existing bodies of literature.

Results and Implications

We identified three key activities that the founders of the companies used in exploiting opportunity: resource hijacking, technology bundling, and simplifying technology complexity. Resource hijacking involves taking the advantage of resources controlled by others to extend one’s own (tangible and intangible) resource base to seize new opportunities. Technology bundling involves tying together several evolving technologies to match current technological capabilities and market demand. Finally, by simplifying technology complexity both entrepreneurial teams radically reduced users’ time, effort and knowledge needed to use services provided.

CONTACT: Mateja Drnovšek; Mateja.drnovsek@ef.uni-lj.si; (T): +38641393613; Faculty of Economics, University of Ljubljana, Ljubljana, Slovenia.