6-8-2013

SUCCESSFUL ENTREPRENEURSHIP POLICY – A MATTER OF ORGANIZING? (INTERACTIVE PAPER)

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Recommended Citation
Available at: https://digitalknowledge.babson.edu/fer/vol33/iss17/5

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Principal Topic

Entrepreneurship policy has long been seen as a tool to improve conditions for nascent and new start-ups. However, very little research has actually been able to prove a direct positive effect of entrepreneurship policy on entrepreneurial activity. In this paper, I argue that there are two possible reasons for these difficulties, 1) a lack of concern for context, and 2) a lack of consideration for the organization of the political efforts. This study takes a contingency approach to organizing, arguing that policy organization is dependent upon the local contextual conditions. This paper investigates the relationship between the organization of entrepreneurship policy and the context within which the policy is implemented. This is related to entrepreneurs’ assessment of the local political efforts towards entrepreneurship in order to gain a deeper understanding of the mechanisms influencing entrepreneurship policy success.

Method

The study is based on two surveys, 1) a survey of the Danish municipalities and their entrepreneurship policy organization, and 2) a survey of Danish entrepreneurs and their perception of local entrepreneurship policy. The municipality-study was carried out during the summer 2012. A questionnaire was distributed via email to 178 policy makers and business development agencies across the 98 municipalities in Denmark. The response rate was 65% (115 respondents) representing 87 (89%) of out 98 municipalities across Denmark. The second study is based on a CATI survey of 800 Danish entrepreneurs. The entrepreneurs were asked about the services offered to entrepreneurs in their local community. Specifically they were asked about their impression of these services.

Results

The analyses are currently being undertaken, and therefore the results can at this time only be anticipated. While it is yet too early to conclude on any connections between context, organizational design and success of policy, the collected data shows good variation across the 87 cases. A hierarchical regression analysis is expected to show differences in policy success (based on the entrepreneur’s assessment), across different combinations of context and organizational design. In this comparison, different contextual factors will be taken into consideration, in order to explain why similar organizational configurations seem to perform differently.

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