6-7-2014

IMPACT OF INDIVIDUAL CHARACTERISTICS AND CONTEXT ON OPPORTUNITY DEVELOPMENT (SUMMARY)

Angela F. Randolph
Texas Tech University, USA, angela.randolph@ttu.edu

Keith H. Brigham
Texas Tech University, USA

Recommended Citation
Randolph, Angela F. and Brigham, Keith H. (2014) "IMPACT OF INDIVIDUAL CHARACTERISTICS AND CONTEXT ON OPPORTUNITY DEVELOPMENT (SUMMARY)," Frontiers of Entrepreneurship Research: Vol. 34 : Iss. 5 , Article 12.
Available at: https://digitalknowledge.babson.edu/fer/vol34/iss5/12

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 editor of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
SUMMARY

IMPACT OF INDIVIDUAL CHARACTERISTICS AND CONTEXT ON OPPORTUNITY DEVELOPMENT

Angela F. Randolph, Texas Tech University, USA
Keith H. Brigham, Texas Tech University, USA

Principal Topics

There is now a general understanding that opportunities are not discovered or created in their final form, but evolve over time (Venkataraman, 1997; Ardichvili, Cardozo, & Ray, 2003; Dimov, 2007). However, there is still little research as to how opportunities develop, which contributes to a gap in knowledge about why some entrepreneurs progress to fully develop their opportunities while others stop along the way, the individual and social factors that influence which entrepreneurs proceed and which entrepreneurs stop, and the effect of the development process on the refinement of the opportunities themselves (Dimov, 2007). Dynamic social cognitive theories (e.g. Bandura 1986; Smith & Semin, 2004) suggest that entrepreneurial cognition and the resulting entrepreneurial behavior like opportunity development is the result of ongoing interaction between the entrepreneur's characteristics and the social context. To increase knowledge about opportunity development, this research seeks to understand how the entrepreneur's characteristics interact with structured, expert social exchanges to impact opportunity development.

Method

In order to systematically and rigorously study opportunity development, research needs to 1) capture the process early enough to avoid survival bias, 2) reconcile positivist and constructivist accounts of the nature opportunities, and 3) include stakeholders beyond the entrepreneur (Dimov, 2007). The Small Business Development Center (SBDC), which provides business consulting services to entrepreneurs, is an ideal context because it allows us to satisfy all three criteria. Survey and archival data on the nascent entrepreneurs for 185 nascent entrepreneurs and six SBDC counselors was collected and analyzed. Surveys contain questions pertaining to the nascent entrepreneur's individual characteristics (Hypomanic Personality Scale by Eckblad & Chapman, 1986) and perception of opportunity novelty. Archival data was collected from the SBDC counselors' meeting records.

Results and Implications

Preliminary analysis reveal significant relationships among the nascent entrepreneur's perception of opportunity novelty, the nascent entrepreneur's individual characteristics (hypomanic personality style), and the SBDC counselor's perception of opportunity novelty. As the nascent entrepreneur and the expert SDBC counselor interact, the expert's perception of the opportunity is related to the interaction between the opportunity and the nascent entrepreneur's individual characteristics. Relationships between other key variables in opportunity development are examined and the implications are discussed.

CONTACT: Angela Randolph; angela.randolph@ttu.edu; (T) +1757 3298839; Department of Management, Rawls College of Business, 703 Flint Ave, Lubbock, TX 79409.