OPPORTUNITY IDENTIFICATION AND IDENTIFICATION WITH OPPORTUNITIES: EXPANDING THE MOTIVATIONAL DYNAMICS OF ENTREPRENEURIAL ACTION (SUMMARY)

Philipp Bubenzer
HEG Fribourg, Switzerland, philipp.bubenzer@hef.ch

Denis A. Grégoire
HEC Montréal, Canada

Nathalie Nyffeler
HEIG-VD, Switzerland

Recommended Citation
Bubenzer, Philipp; Grégoire, Denis A.; and Nyffeler, Nathalie (2015) "OPPORTUNITY IDENTIFICATION AND IDENTIFICATION WITH OPPORTUNITIES: EXPANDING THE MOTIVATIONAL DYNAMICS OF ENTREPRENEURIAL ACTION (SUMMARY)," Frontiers of Entrepreneurship Research: Vol. 35 : Iss. 11 , Article 15.
Available at: https://digitalknowledge.babson.edu/fer/vol35/iss11/15

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

OPPORTUNITY IDENTIFICATION AND IDENTIFICATION WITH OPPORTUNITIES: EXPANDING THE MOTIVATIONAL DYNAMICS OF ENTREPRENEURIAL ACTION

Philipp Bubenzer, HEG Fribourg, Switzerland
Denis A. Grégoire, HEC Montréal, Canada
Nathalie Nyffeler, HEIG-VD, Switzerland

Principal Topics

What motivates nascent entrepreneurs to develop further an idea they have had for a new product/service? Although a few studies examined the influence of opportunity ideas’ characteristics on the identification, development and exploitation of such ideas, the bulk of empirical research has focused on the effects of nascent entrepreneurs’ background characteristics, resources and predispositions. By comparison, research on the motivational underpinnings of opportunity pursuits has remained somewhat under-developed. Though many studies include broad considerations like respondents’ entrepreneurial intentions and attitudes towards entrepreneurship, few papers specifically consider one’s personal stance vis-à-vis particular ideas. To address this oversight, we develop and test new theory about nascent entrepreneurs’ personal identification with different ideas for new products and services. We hypothesize that one’s personal identification with an idea is not only related to stated motivations to develop an idea further, but also reinforces the positive influences of perceived desirability, feasibility and commercial value on such motivations.

Method

We test these hypotheses by tracking students’ and professionals’ efforts during a series of brainstorming exercises in the context of year-long innovation projects. The unique aspect of our research design is that we polled participants at different times, including before they have talked to anybody about ideas they have generated on their own, after they have discussed some of their ideas with other participants, and after they have discussed their ideas with industry experts. As a result, we are able to track potential changes in identification, and correlate this with both stated intentions to present/discuss an idea at a later stage and observed efforts to do so.

Results and Implications

By revealing the extent to which personal identification with different ideas influences motivations to develop such ideas further, we contribute new theoretical insights about the motivational dynamics fostering entrepreneurial action. Interestingly, our work also translates into concrete instruments that can foster abilities to discern between different ideas – thereby enabling more effective resolution of ideation activities towards the development of ideas into actionable products, services, and new ventures.

CONTACT: Philipp Bubenzer; philipp.bubenzer@hefr.ch; (T): +41 78 875 3711; HEG Fribourg - School of Management, Chemin du Musée 4, 1700 Fribourg, Switzerland.