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INVESTIGATING THE IMPACT OF LANGUAGE AND CONTEXT ON THE BLENDED VALUES OF ENTREPRENEURIAL ORGANIZATIONS (INTERACTIVE PAPER)

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≈ INTERACTIVE PAPER ≈

INVESTIGATING THE IMPACT OF LANGUAGE AND CONTEXT ON THE BLENDED VALUES OF ENTREPRENEURIAL ORGANIZATIONS

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Principal Topics

Entrepreneurship is conceptualized as obtaining economic returns, yet many entrepreneurs are interested in creating value via social and environmental outcomes (World Bank, 2008). The “triple bottom line” describes the set of value creation motives prioritizing profit, people, and planet. This study uses the multiplicity of context approach (Welter, 2011) and linguistic relativity theory (Whorf, 1956; Lucy, 1997) to examine variations in blended values among entrepreneurs. We examine how context, measured by gender socialization stereotypes and post-materialism, at the national level can affect the likelihood of becoming an entrepreneur; in addition to the blended value goals pursued by founders. Likewise, we investigate the impact of temporality in linguistic structure, investigating the impact of future tense, on venturing because the spatial terminology denoting time can be relevant to venturing behavior (Chen, 2013), as well as the blended value goals of organizations (Liang et al., 2014). Our study investigates deviations from the triple bottom line approach, whether entrepreneurs are more likely to emphasize one or more particular goals.

Methods

We use the Adult Population Survey on value creation goals and personal characteristics of business owners from 54 countries in the 2009 Global Entrepreneurship Monitor (GEM) (n=183,000). Three populations of respondents (nascent entrepreneurs, baby business owners, and established business owners and non-entrepreneurs) were grouped for analysis. Country-level measures were collected from 2009 World Bank World Development Indicators, from World Value Surveys (WVS)/European Values Survey (EVS) (Inglehart and Welzel, 2005), and from World Atlas of Language Structures (WALS). We use a double-hurdle model involving the joint estimation of a probit on the incidence of being an entrepreneur, and a truncated regression on the levels of economic, social, and environmental value creation goals reported. In this research context, the first hurdle involves the decision of whether or not to be an entrepreneur (participation decision). The second hurdle concerns the level of blended values to choose for economic, social, and environmental value (use decision).

Results and Implications

Findings indicate societies with high levels of post-materialism decreases the probability of venturing, but increases the social and environmental goals among those who do venture. Likewise, traditional gender stereotypes increases the probability of venturing among the population, as well as the economic value creation goals of entrepreneurs. Finally, societies with languages that use weak future tense are significantly more likely to start a venture that has considerably higher levels of social and environmental value creation goal emphasis

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