

6-11-2016

THE ROLE OF TEMPORAL ORIENTATION ON ENTREPRENEURIAL ACTIVITY IN SOUTH AFRICAN TOWNSHIPS (INTERACTIVE PAPER)

Sophie C. Bacq

Northeastern University, USA, s.bacq@neu.edu

David Gras

Texas Christian University, USA

Brad Had

Concordia University, Canada

Robert S. Nason

Concordia University, Canada

Recommended Citation

Bacq, Sophie C.; Gras, David; Had, Brad; and Nason, Robert S. (2016) "THE ROLE OF TEMPORAL ORIENTATION ON ENTREPRENEURIAL ACTIVITY IN SOUTH AFRICAN TOWNSHIPS (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 36 : Iss. 16 , Article 14.

Available at: <https://digitalknowledge.babson.edu/fer/vol36/iss16/14>

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

≈ INTERACTIIVE PAPER ≈

THE ROLE OF TEMPORAL ORIENTATION ON ENTREPRENEURIAL ACTIVITY IN SOUTH AFRICAN TOWNSHIPS

Sophie Bacq, Northeastern University, USA

David Gras, Texas Christian University, USA

Brad Had, Concordia University, Canada

Robert S. Nason, Concordia University, Canada

Principal Topic

One billion people live on \$1.25 per day and one in nine people cannot afford to eat every day (Oxfam, 2015). As the gap between rich and poor continues to diverge at incredible rates (Piketty, 2014), there is a critical need to understand the causes and potential solutions to this inequality. Prominent among the differences that comparative studies between developed and developing economies have revealed is the role of *temporal orientation*—i.e., the nature of individuals' orientation toward time. Specifically, people in emerging economies are, on the whole, more short-term oriented (Harrison, 2000), focusing thoughts, time, and energy more heavily on the past and present than the future, compared to their wealthier counterparts. As such, individuals in developing economies are less likely to save income for unexpected expenses, spend time on long-term projects, or plan for future activities (Rutherford, 2009). Despite the plethora of studies at the macro-economic and cultural levels (Grondona, 2000; Hofstede & Minkov, 2010), little is known about the individual antecedents (i.e., locus of control, entrepreneurial self-efficacy, personality, family and demographic characteristics) and entrepreneurial outcomes (i.e., entrepreneurial orientation, changes in attitudes toward growth, business performance, and entrepreneurial resilience) of temporal orientation. This study addresses this gap.

Method

In order to familiarize ourselves with the context and inform the theoretical mechanisms under study, we first gathered qualitative information by means of observation and open-ended interviews with organizations promoting entrepreneurship in South African townships. Quantitative data are being collected by means of a questionnaire comprised of validated scales (antecedents: Shipp et al., 2009; Mueller & Thomas, 2005; Zhao et al., 2005; Gosling et al., 2003; outcomes: Hughes & Morgan, 2007; Wiklund et al., 2003; Duckworth, 2007).

Results and Implications

This study contributes to the literature in three ways. First, we contribute to research on temporal orientation by examining the unique relationship between LTO and entrepreneurship within an impoverished context. Second, our preliminary analysis suggests that temporal orientation is a powerful factor guiding entrepreneurial activity in informal economies (Webb et al., 2009). Third, our research advances the identification of the microfoundations of LTO and economic development—that is, how individual temporal orientation, through aggregation and other social processes, underlies macro-level constructs such as country-level LTO and economic prosperity.

CONTACT: Sophie Bacq; s.bacq@neu.edu; (T) 617-373-4161; Northeastern University, D'Amore-McKim School of Business, 360 Huntington Avenue, Boston, MA 02115, USA.