

6-10-2017

“THAT’S INTERESTING!” IN ENTREPRENEURSHIP RESEARCH (SUMMARY)

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Recommended Citation

Landstöm, Hans and Harichi, Gouya (2017) ““THAT’S INTERESTING!” IN ENTREPRENEURSHIP RESEARCH (SUMMARY),” *Frontiers of Entrepreneurship Research*: Vol. 37 : Iss. 16 , Article 8.

Available at: <https://digitalknowledge.babson.edu/fer/vol37/iss16/8>

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 SUMMARY **“THAT’S INTERESTING!” IN ENTREPRENEURSHIP RESEARCH**

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Principal Topic

As a scholar in entrepreneurship, there is an increased pressure to be published and create an impact. However, entrepreneurship scholars are faced with the problem of an information overload, i.e., there are a lot more articles than we have time to read. As a consequence, it is important that our works “stand-out” to be read and cited, and it becomes more and more important for an academic career that our research becomes interesting.

The aim of the study is to understand what makes entrepreneurship research interesting among scholars within the field. We propose that (1) the assessment of interestingness differs depending on the individual scholar (e.g., the background and academic position) as well as institutional conditions (e.g., affiliation), and that (2) interestingness will differ between scholars in different research fields, and in this respect entrepreneurship scholars will assess interestingness in a different way than scholars in, for example, management studies.

Method

The study is based on a unique database comprising 3,476 entrepreneurship scholars, initially collected from the participant lists of a range of international entrepreneurship conferences, and followed by two rounds of “snowball sampling”. When the web-based survey closed, 943 scholars had responded, meaning a response rate of 27.1%. The questionnaire was extensive and included over 40 questions. In the analysis we have used simple descriptive statistics as well as more sophisticated statistical methods such as factor analysis combined with cluster analysis.

Results and Implications

Our results indicate that interestingness is to a large extent dependent on the field of research, and the features that make entrepreneurship studies interesting are marked different from those that make management research interesting. Entrepreneurship is a topic-focused field, and scholars in entrepreneurship regard particular entrepreneurship topics as interesting.

In addition, while the perception of interestingness differs between individual scholars there is also an agreement on the importance of research that (1) investigates totally new questions or novel topics and (2) offers a practical application of a theory or research findings. On the other hand research that offers instructive details on data analytical tools or uses large samples, are regarded as less interesting.

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