NETWORK AND PATH BUILDING PROCESSES IN EMERGING VENTURES (SUMMARY)

Juliana Iarossi  
*Coalesce Capital, LLC, jiarossi@coalesce-capital.com*

Mark Keil  
*Georgia State University*

Benjamin Oviatt  
*Georgia State University*

---

**Recommended Citation**

Iarossi, Juliana; Keil, Mark; and Oviatt, Benjamin (2013) "NETWORK AND PATH BUILDING PROCESSES IN EMERGING VENTURES (SUMMARY)," *Frontiers of Entrepreneurship Research*: Vol. 33 : Iss. 13 , Article 1.  
Available at: https://digitalknowledge.babson.edu/fer/vol33/iss13/1

---

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.
NETWORK AND PATH BUILDING PROCESSES IN EMERGING VENTURES

Juliana Iarossi, Coalesce Capital, LLC, USA
Mark Keil, Georgia State University, USA
Benjamin Oviatt, Georgia State University, USA

Principal Topic

Organizations establish routines to build reliable and competitive capabilities. This is especially important for emerging ventures, where resources are thin and time is of the essence. Path dependence, path creation, and effectuation are processes of organizational development influenced to varying degrees by networks of stakeholders. We explored these processes to understand how entrepreneurial networks influence the paths followed or created by emerging technology ventures and to investigate the formation of routines along these paths. In this context, we also examined the influence of funding sources on network and path development.

Method

Case studies of three emerging technology companies were conducted. Case selection began by interviewing founders of 13 technology ventures about their experiences. Respondents discussed entrepreneurial action in terms of five activities. Accordingly, the unit of analysis was defined as the unfolding of a specific activity, while the unit of observation was an individual key to the execution of at least one of these activities. The companies selected for investigation were from the original pool of companies, each with a different source of funding. Data were collected over six months from 22 in-depth interviews. Detailed case narratives were developed to tell a story of network formation and path building by activity.

Results and Implications

We found that entrepreneurs purposively built networks around activities consistent with path creation as the initial and dominant path building process. Path dependence, however, was found to emerge serially within an activity as the growing need for routine capabilities that ensured reliability and efficient use of resources catalyzed a move away from creating new paths. In addition, these path building processes were found to exist concurrently within a single venture in a way that is more complex than usually depicted. The three ventures were also at different stages in the development of paths and routines. The source of funding, identified as a tradeoff between the desire for autonomy and the need for resources, influenced the types of stakeholders comprising networks and the speed of path development. Thus, a proper understanding of venture emergence requires a process orientation coupled with firm-level observation and consideration of funding source.

CONTACT: Juliana Iarossi: jiarossi@coalesce-capital.com; (T): +1 404 7315868; (F): +1 404 8699900; 4260 West Club Lane, Atlanta, Georgia, USA 30319.