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AN ENTREPRENEURIAL THEORY OF ENCOUNTERING: USING DELEUZIAN AND LINGUISTIC ANALYSIS TO GRASP THE ROLE OF THE ENCOUNTER IN ENTREPRENEURIAL NARRATIVE (SUMMARY)

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AN ENTREPRENEURIAL THEORY OF ENCOUNTERING: USING DELEUZIAN AND LINGUISTIC ANALYSIS TO GRASP THE ROLE OF THE ENCOUNTER IN ENTREPRENEURIAL NARRATIVE

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Principal Topic
This study introduces the Deleuzian concept of “encounter” to describe the moments of high intensity that direct, redirect, accelerate, decelerate, and, often, perturb entrepreneurial paths marked by entrepreneurial bricolage (Baker & Nelson, 2005). A conceptual framework is proposed to first define the Deleuzian encounter. The choice of signifiers referring to the encounter will then be studied in a corpus of entrepreneurial narratives to deepen the understanding of how entrepreneurs express and experience this concept.

Method
This study proposes a definition of the Deleuzian encounter, following the survey of Deleuze’s writings and the occurrences of encounter. This is a necessary initial step, as encounter has not been numbered amongst the concepts usually attributed to the philosopher, such as “rhizome,” “fold,” “deterritorialization,” etc. Having defined the concept, we will then examine the signifiers used to refer to the different aspects of the encounter in entrepreneurial narratives through linguistic analysis. Employing theories expounded by the school of Gustave Guillaume, we will manually construct an exploratory semantic field and perform precursory semantic as well as morphosyntactic analyses on certain presentations from the Entrepreneurship Corner corpus susceptible to contain pertinent data.

Results and Implications
Our semantic field and observation of the morphosyntactic structures point to the presence of the encounter in our corpus, and to the wide variety of ways that entrepreneurs refer to this concept. Related to these particular moments are emotions of diverse sorts expressing how an individual is grasped by the encounter, enriching the perspective of emotion in entrepreneurship (Foo, 2009; Welpe et al. 2012). The introduction of this concept into the repertoire of tools that management science uses to analyze entrepreneurial literature elucidates ways that entrepreneurs construct their path and refer to this construction in their narratives. These findings open new perspectives and new discussions in domains of management science. Moreover, the semantic field constructed and the morphosyntactic structures observed could be used for coding for a larger thematic analysis about encountering in entrepreneurial narrative literature.

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