



What's Hot in Entrepreneurship Research 2013?

Univ.-Prof. Dr. Andreas Kuckertz

“What’s Hot in Entrepreneurship Research 2013” is the first of a number of future, yearly trend surveys

Motivation

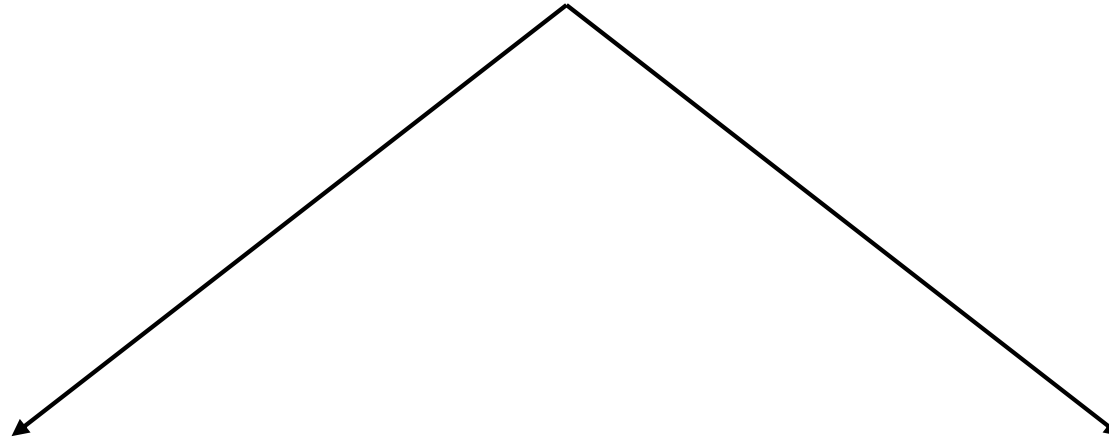
- Purpose of “What’s Hot in Entrepreneurship Research?”
 - Identification of essential and upcoming topics in entrepreneurship research
 - Identification of essential and upcoming methods in entrepreneurship research
 - Potential identification of trends in topics and methods once future rounds of the survey have been conducted

- Methodological approach of “What’s Hot in Entrepreneurship Research?”
 - Implementation of a global online expert survey
 - Inclusion of indirect questions developed by members of FGF’s entrepreneurship research workgroup to ensure validity of results
 - Collection of data at the beginning of each year

Hot topics are collected through an open question and afterwards categorized

Topic Questions

Imagine a fresh doctoral student asking you for advice on what topic to pursue in her thesis. What area within entrepreneurship research would you recommend to her?



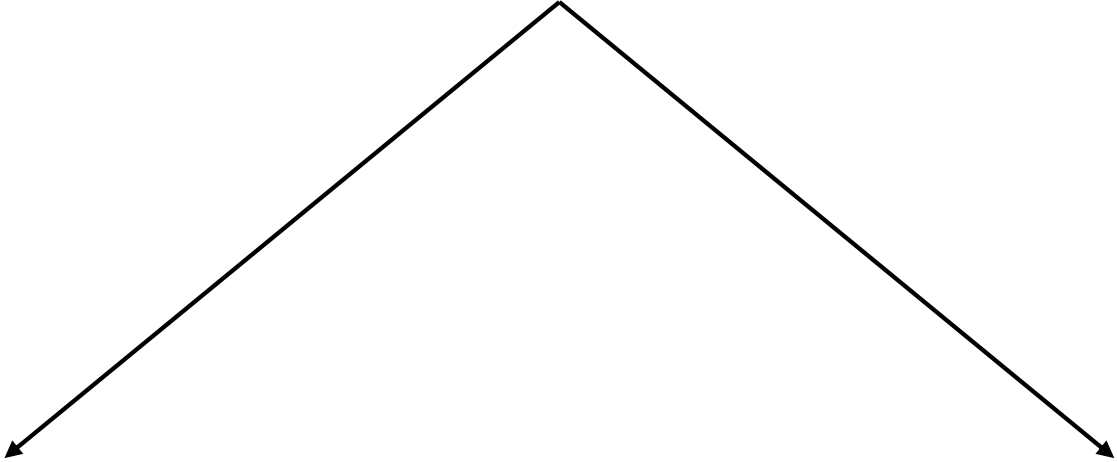
I would recommend this topic because of its academic potential.

I would recommend this topic because of its potential with respect to entrepreneurial practice.

Similarly, hot methods are collected through an open question as well and again afterwards categorized

Method Questions

**Research methods are constantly evolving.
What particular method do you consider
interesting, but have not yet found time to
master?**



This is an essential method
every entrepreneurship
researchers needs to
understand.

This is a new or neglected
method with the potential to
produce new insights.

Roughly 200 experts in the field participated in this survey

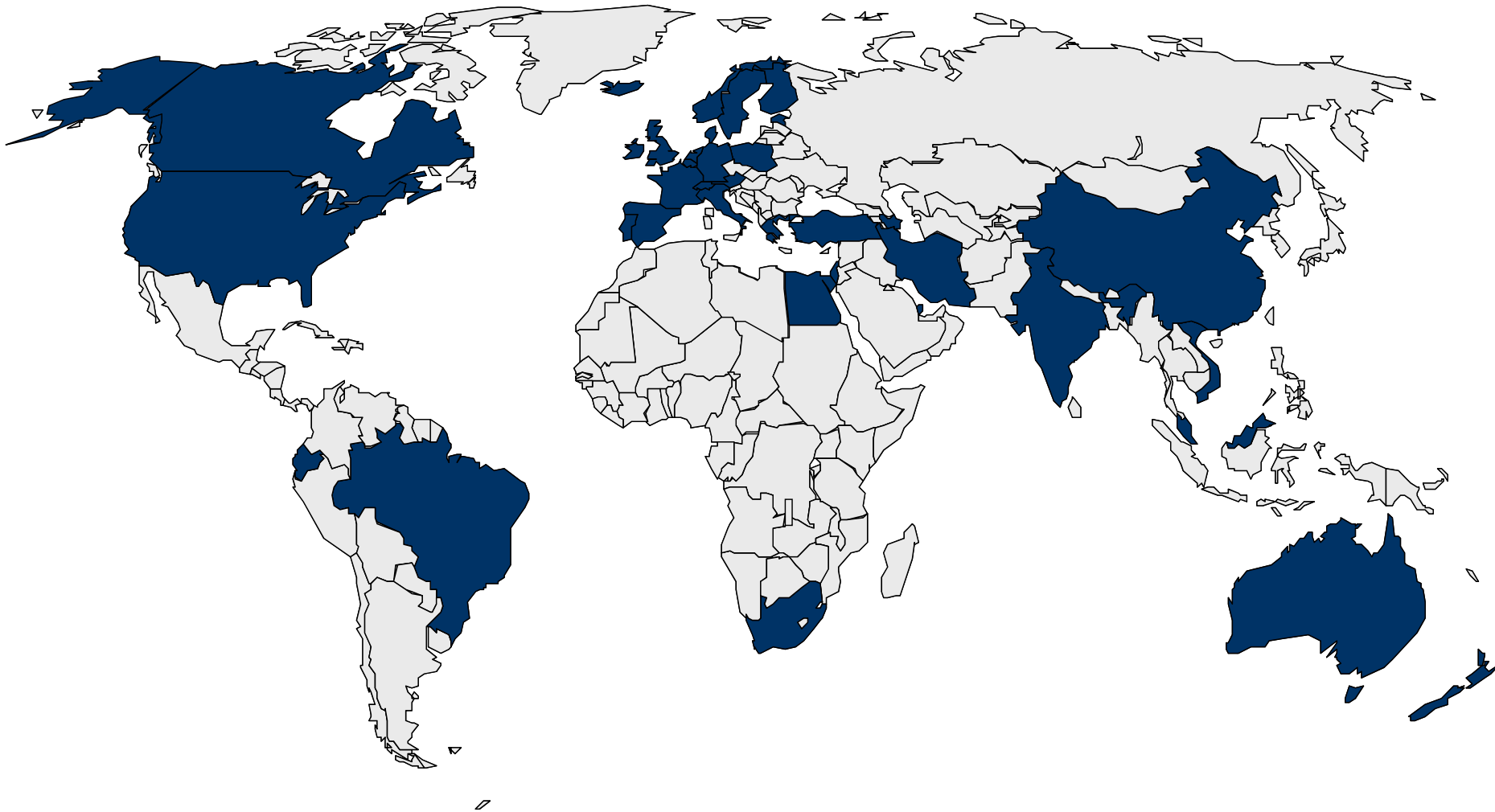
Data Collection

- Sampling through the “Community Database”
 - Database including at the moment approximately 3.500 contacts to entrepreneurship researchers worldwide
 - Inclusion criterion: Presentation of entrepreneurship research at one of the major academic conferences (e.g. AoM Entrepreneurship Division, BCERC, ICSB, etc.)

- Data collection
 - 1.000 randomly selected entries from the “Community Database”
 - Invitation to participate in a five minute online survey (online in February 2013)
 - 196 useable responses returned (19.6% response rate)

Respondents originate from 39 different countries with the US, Canada, France, Germany and Australia dominating the first half of the sample

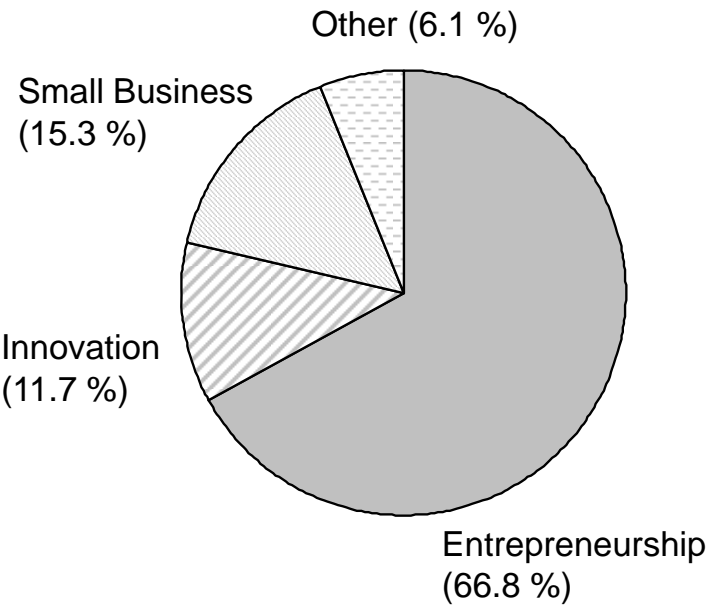
Origin of the participants



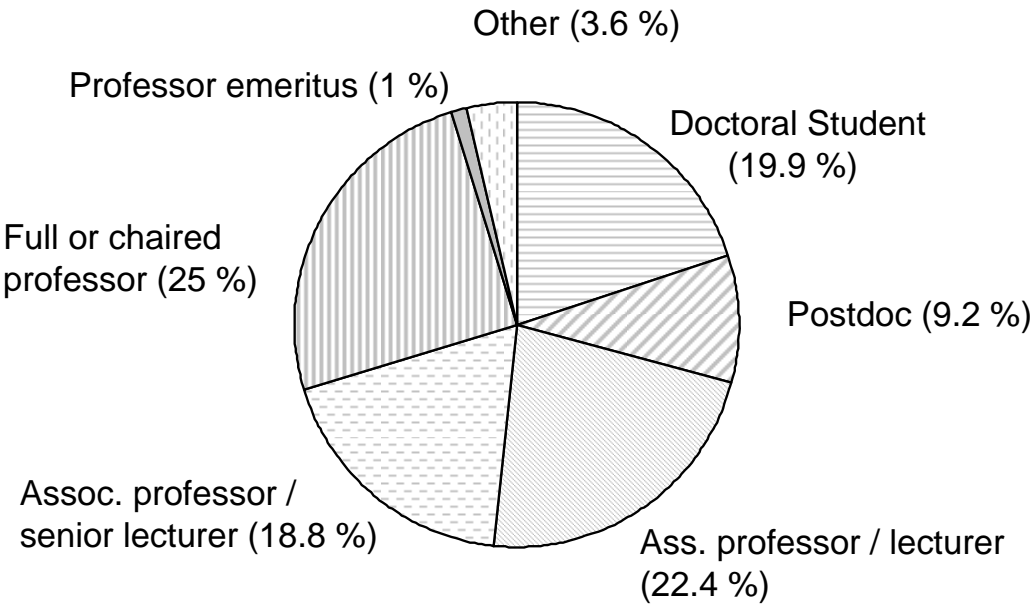
The sample is well acquainted with the entrepreneurship phenomenon and can rely on considerable experience

Descriptives

Primary area of research interest



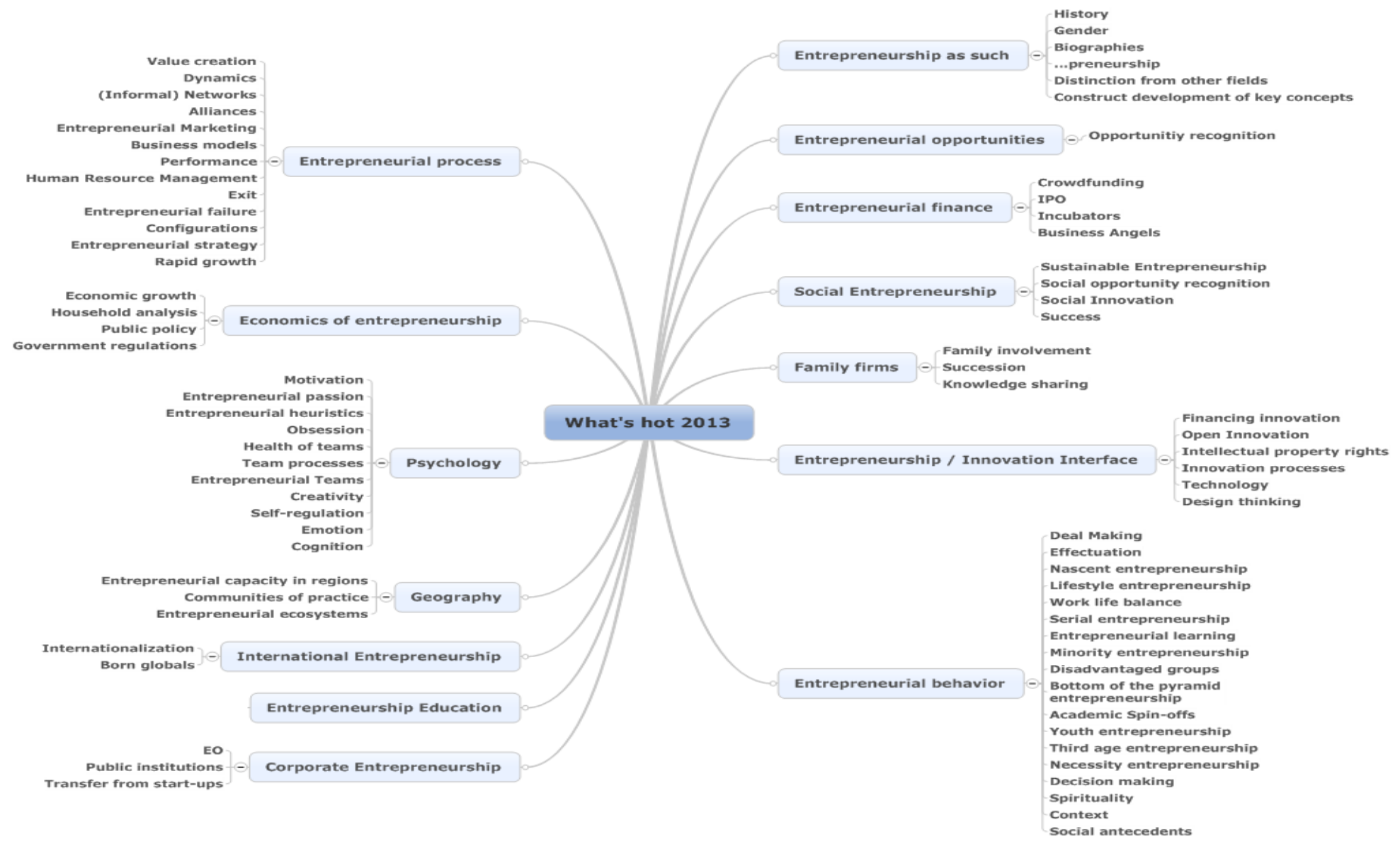
Academic status



On average, respondents have been interested in entrepreneurship research for 10.4 years (SD 7.3)

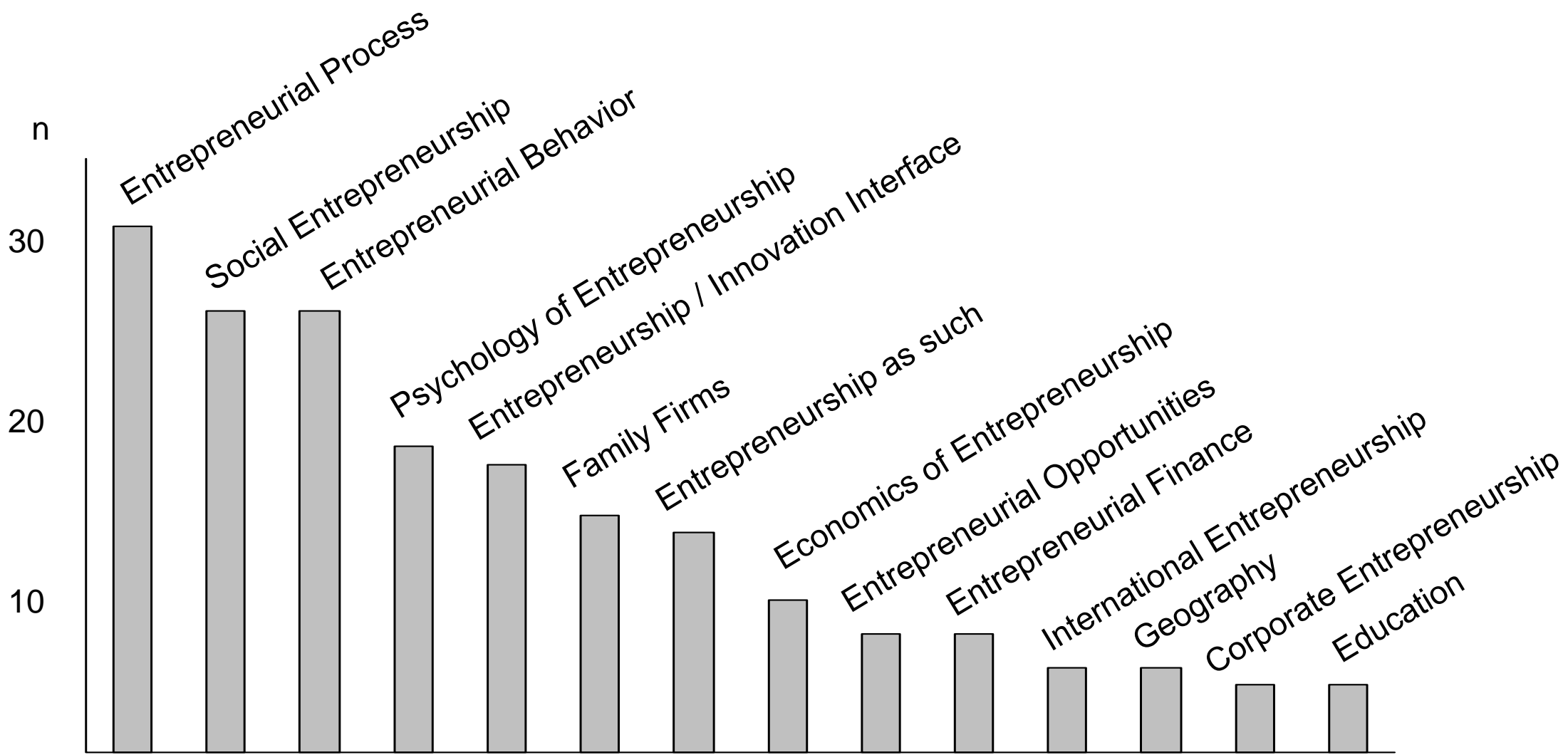
Answers to the open-ended questions were categorized into 14 main categories with a plethora of subcategories

Categorizing answers I



What is hot is determined by a traditional and a social perspective

“Hottest” topic categories



Do the results indicate a research-practice gap?

Topic categories by potential

Academic Potential			Practice Potential	
Rank	Score	Topic Category	Score	Topic Category
1.	4,77	Entrepreneurial Process	4,75	Entrepreneurship Education
2.	4,60	International Entrepreneurship	4,53	Entrepreneurship / Innovation Interface
3.	4,54	Entrepreneurial Behavior	4,40	International Entrepreneurship
4.	4,50	Family Firms	4,38	Entrepreneurial Behavior
5.	4,50	Corporate Entrepreneurship	4,35	Entrepreneurial Process
6.	4,50	Psychology of Entrepreneurship	4,28	Psychology of Entrepreneurship
7.	4,44	Economics of Entrepreneurship	4,22	Economics of Entrepreneurship
8.	4,43	Entrepreneurial Opportunities	4,14	Family Firms
9.	4,38	Social Entrepreneurship	4,00	Entrepreneurial Opportunities
10.	4,31	Entrepreneurship as such	4,00	Social Entrepreneurship
11.	4,12	Entrepreneurship / Innovation Interface	4,00	Entrepreneurial Finance
12.	4,00	Geography	3,85	Entrepreneurship as such
13.	3,75	Entrepreneurship Education	3,75	Corporate Entrepreneurship
14.	3,71	Entrepreneurial Finance	3,40	Geography

A number of additional issues were raised by the respondents

Quotes

“I would encourage the individual to pursue the validity of what is being taught against what is effective in practice.”

“Pursue what interests you. Hot topics ebb and flow. It's silly to obsess over what someone thinks would make an excellent soup d'jour.”

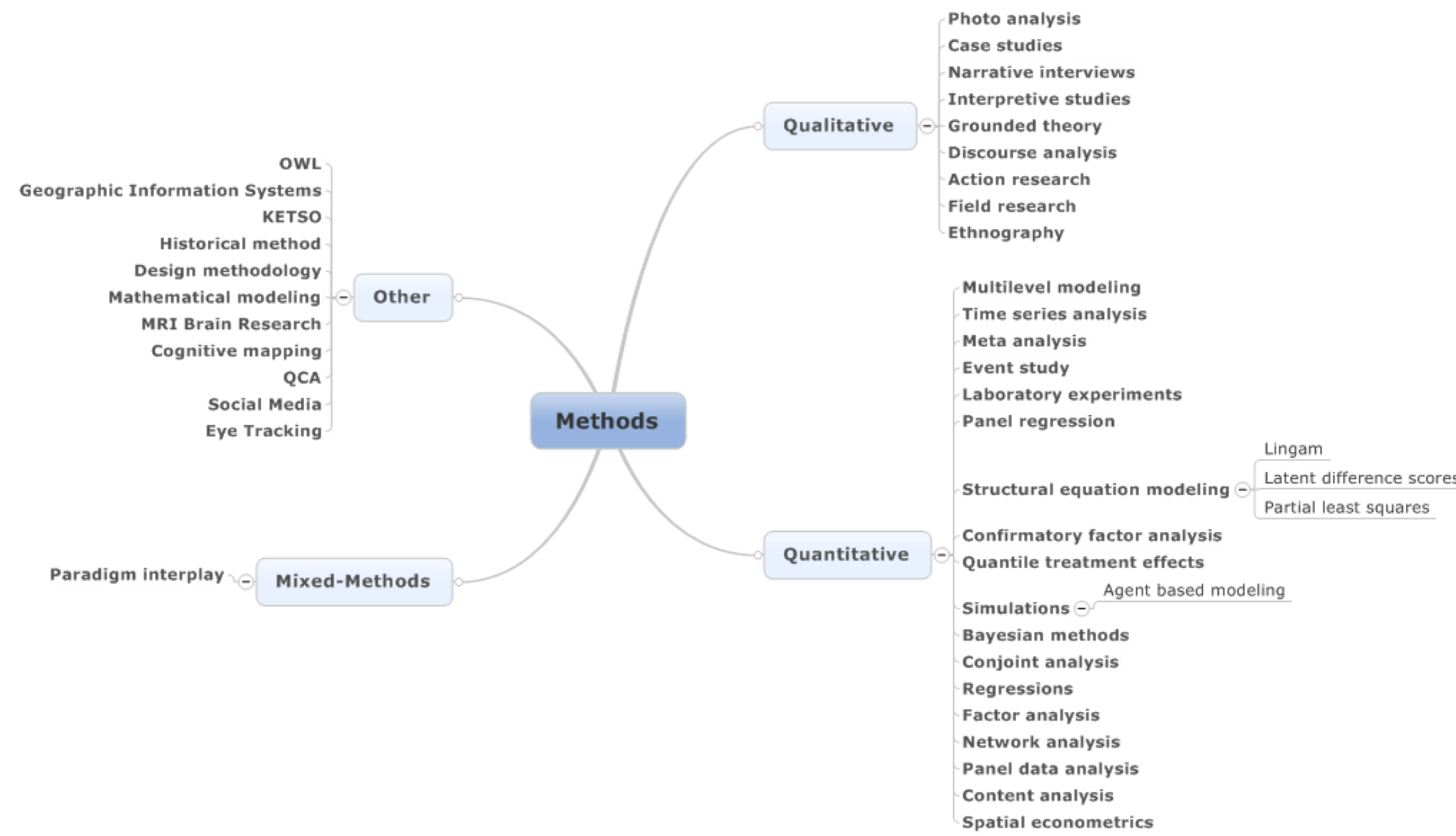
“Since the 1970s, the word entrepreneurship has lost any operational meaning. Anymore the question is not who is an entrepreneur, but rather, who is not? I would suggest getting back to its roots as an economic institution.”

“I am more or less unconcerned with the topic. The most important thing is design and clean identification of the phenomenon.”

“To look at what is current and do something else. There is too much, for instance, on the standard three Shane & Venkat questions.”

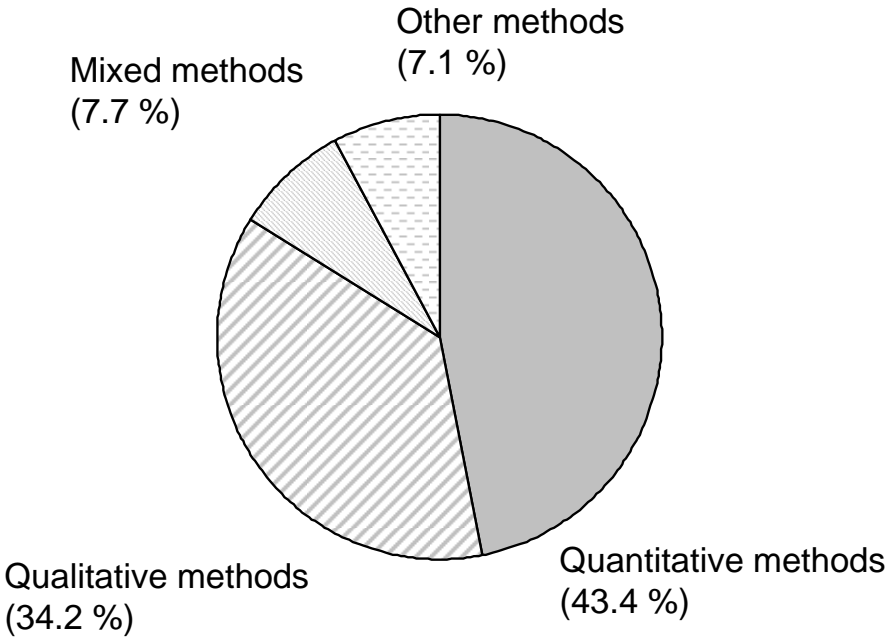
Answers to questions regarding interesting methods can be sorted into four categories

Categorizing answers II



Quantitative methods dominate – but are seen somewhat sceptical

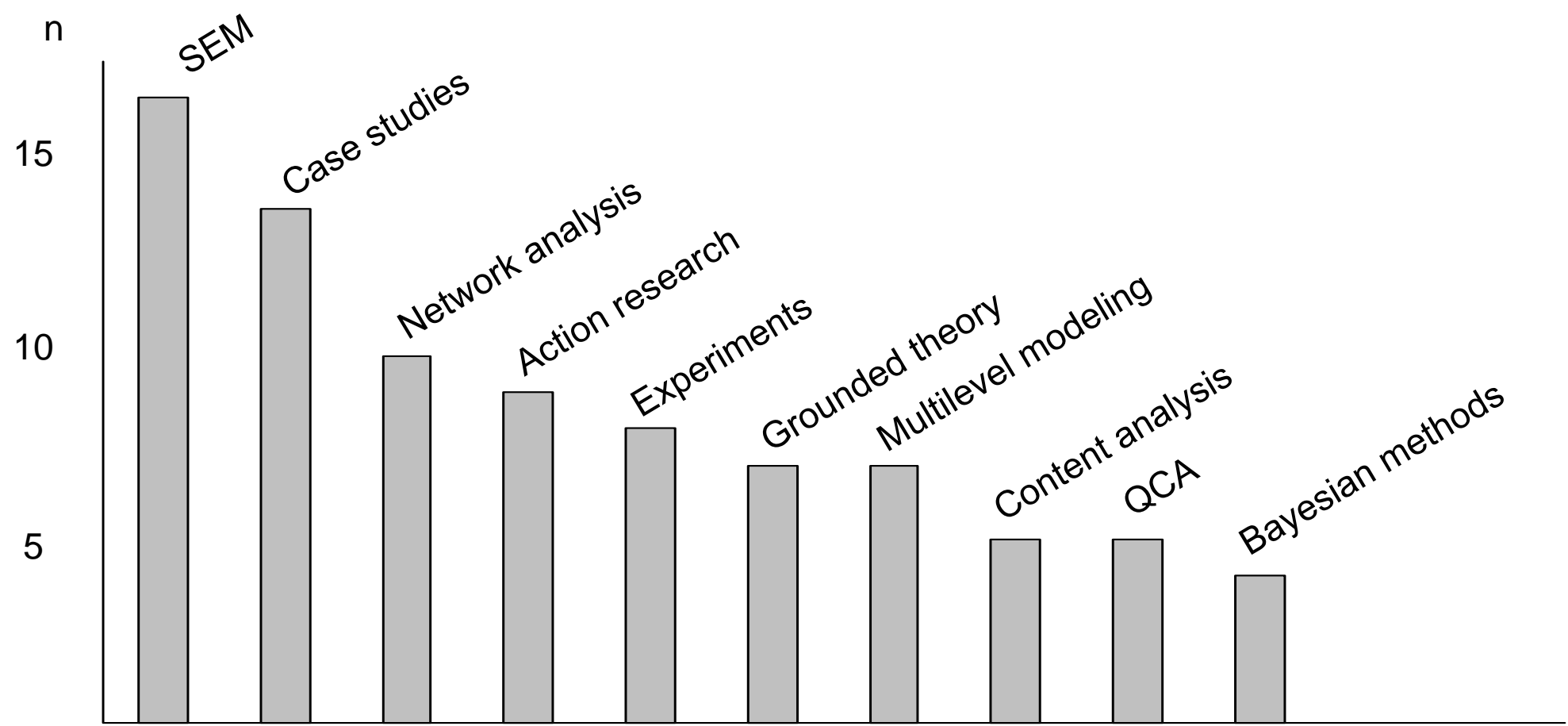
Method categories



Essential knowledge		New or neglected knowledge	
Category	Score	Category	Score
Mixed	3.60	Other	4.14
Qualitative	3.42	Mixed	4.07
Quantitative	3.32	Qualitative	3.81
Other	3.00	Quantitative	3.55

Apparently, researchers from different paradigms feel the need to learn from contrasting paradigms (e.g. qualitative vs. quantitative)

Ten most frequently mentioned methods



What you “need” to know differs extremely from what you might want to know

Top ten rated methods*

Essential Methods			New or Neglected Methods		
Rank	Score	Method	Rank	Score	Method
1.	5.00	Regressions	1.	5.00	MRI brain research
2.	4.50	Conjoint analysis	2.	4.67	Field research
3.	4.00	Time series analysis	4.	4.50	Historical method
5.	3.86	Case studies		4.50	Simulations
	3.86	Grounded theory	5.	4.40	QCA
6.	3.67	Narrative interviews	6.	4.13	Experiments
7.	3.57	Multilevel modeling	7.	4.11	Action research
10.	3.50	Historical method	8.	4.10	Network analysis
	3.50	Panel data analysis	10.	4.00	Partial least squares
	3.50	Social media		4.00	Bayesian methods

* Methods with less than 2 entries omitted.

Three final questions instead of a conclusion

Final questions

- Is social entrepreneurship an overrated phenomenon?
- Is QCA the next big methodological thing?
- Does it make sense to repeat the survey – and if yes, when?

Thank you for your attention!

Contact Information

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