

Contemporary Topics in Entrepreneurship and Family Enterprise Research

Course instructors

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Application procedure

Goal and target audience

The PhD course in Contemporary Topics in Entrepreneurship and Family Enterprise provides an overview of the broad research field of entrepreneurship and family enterprises, and insight into a selected number of contemporary topics. The seminar is targeted at doctoral students, who intend to strengthen their theoretical knowledge in topics related to entrepreneurship and family enterprise.

Application process

Since the seminar is very interactive in nature, it is limited to 15 participants. If you are interested in the seminar, send a short letter of motivation and CV until **May 10, 2021** to **office.gcfe@wi.tum.de**

Course procedures

The course is organized in ten sessions, nine of them reviewing 3-5 milestone articles in the field, and the final one discussing participant's own research ideas and how they can be related to the various streams of contemporary research in entrepreneurship.

All readings are debated in class, and all students are expected to have carefully read and prepared comments on all articles before coming to class. If the Covid-19 situation allows, the course will be held at TUM Campus Heilbronn. Otherwise, it will take place online via Zoom.

Student presentations

When presenting the paper you have been assigned, try to focus on an in-depth oral assessment of the article. What we desire is not a summary, but a scholarly appraisal of the items identified above, with special emphasis on the unique qualities that enhance or mitigate the contribution of the paper.

Class Discussions

Each day will be devoted to two or three topics as indicated in the outline. All students will be responsible for a common set of readings. When reading a paper, focus on scrutinizing:

A. The motivation

- a. Is the research question interesting?
- b. Is the research question important?
- c. Have the authors justified why the question has been inadequately addressed in prior literature?

B. The literature review

- a. Do they review the literature relevant to the research question?
- b. Do they draw helpful inferences from this literature review?

C. The theory

- a. Is it clear which theory or theories the authors draw from to develop their arguments/hypotheses?
- b. Are theories correctly characterized by the authors?
- c. In the theory or discussion section, do the authors consider alternative theories that might explain the phenomenon similarly?

D. The Data

- a. Is the context of the data appropriate for the research question?
- b. Does the data offer adequate control variables to control for alternative theories predicting the same phenomenon?
- c. Are the topics of focus/variables investigated measured in a reasonable way?
- d. Consistent with theory
- e. Follows precedent (construct validity)

E. The Methods

- a. Are the methods consistent with the theory?
- b. Do they control for potential biases?

F. The discussion

- a. Does it correctly reconcile the theory and evidence found in the paper?
- b. Does it place the paper in the context of the larger literature?
- c. Does it identify limitations and opportunities for future research?

The value of the course is in its discussion. You should be prepared to discuss each article, assess its contribution, understand its logic and have an opinion of its contribution to research in entrepreneurship and management more broadly.

Assessment

Grading for this seminar is based on 40% class contribution (active participation) and 60% on a written take-home exam. Because of the very nature of the seminar, students are expected to attend each class, and participate actively. The written taken home exam includes writing a research proposal, including following content: main research questions, research context, research design, and research methods for qualitative data collection and preliminary analysis and intended contributions (Times New Roman, Font 12 ppt, 5-7 pages excluding references, double-spaced). The proposal will be discussed in the last session. The PhD student will receive in-depth feedback from the lecturers as well as other PhD students.

Preliminary schedule

Day 1: Wednesday, June 2, 2021

SEMINAR 1 (08:30-10:30): The Field of Entrepreneurship Research

SEMINAR 2 (11:00-13:00): Strategic Entrepreneurship

Day 2: Monday, June 28, 2021

SEMINAR 3 (8:30-10:30). Societal impact of Entrepreneurship

SEMINAR 4 (11:00-13:00): The Psychology of Entrepreneurship

Day 3: Tuesday, June 29, 2021

SEMINAR 5 (8:30-10:30): Topic Female Entrepreneurship

SEMINAR 6 (11:00-13:00): Innovation in Family Firms

Day 4: Wednesday, June 30, 2021

SEMINAR 7 (8:30-10:30): Entrepreneurial Teams

SEMINAR 8 (11:00-13:00): Sociology of Entrepreneurship

SEMINAR 9: (14:00-16:00) Research in Family Business

Day 5: Thursday, July 1, 2021

SEMINAR 10 (8:30-15:00): Final Seminar

Final Presentations of research proposals

Core readings

Course book and articles

Articles in the course can be accessed from most universities. If you have problems, please ask your library for help.

For an overview/introductory book useful to learn about the field of entrepreneurship, we recommend Davidsson, P. 2004. *Researching Entrepreneurship*. Springer.

Reading Guidelines

The idea is to discuss milestone writings in important research streams in entrepreneurship.

All participants will read 3-4 articles each session and arrive prepared to discuss the readings in class. Each reading will be assigned to one student, for lead presentation and debate. The lead student should prepare a short PowerPoint summary of the assigned reading, and present this to introduce the paper and suggest topics of discussion. The summary should discuss the following issues:

- What is the gap that the article addresses?
- What is its main theoretical contribution? What is the underlying theoretical logic? The core argument?
- For empirical papers, what type of data and methods are used in the paper? If you were to replicate the study or do a similar study, what alternative methods could be used to test the ideas presented?
- How does this article advance thinking in entrepreneurship in your opinion?
- On the basis of this article, what is entrepreneurship in your opinion?
- How has this article influenced the work of others? (To discuss this aspect, you might want to do a citation analysis in ISI Web of Knowledge. Access the database “Web of Knowledge” from your university library; Choose Web of Science; Choose Cited Reference Search; type in the article information; check out a few articles in the resulting list to see how they used the article in question)

Day 1: June 2, 2021

SEMINAR 1 (08:30-10:30): The Field of Entrepreneurship Research

Aldrich, H. E. 2012. The emergence of entrepreneurship as an academic field: A personal essay on institutional entrepreneurship. *Research Policy*, 41(7), 1240-1248.

Hebert, R. & Link, A. 2011. Historical perspectives on the Entrepreneur. *Foundations and Trends in Entrepreneurship*, 2(4), 261-408

Kirzner, I. M. 1997. Entrepreneurial discovery and the competitive market process. An Austrian Approach. *Journal of Economic Literature* 35 (1), 60-85.

SEMINAR 2 (11:00-13:00): Strategic Entrepreneurship

Katila, R., Chen, E. L., & Piezunka, H. 2012. All the right moves: How entrepreneurial firms compete effectively. *Strategic Entrepreneurship Journal*, 6, 116-132.

Bingham, C. B., Eisenhardt, K. M., & Furr, N. R. 2007. What makes a process a capability? Heuristics, strategy, and effective capture of opportunities. *Strategic Entrepreneurship Journal*, 1(1-2): 27-47.

Ireland, R.D., Hitt, M.A., & Sirmon, D.G. (2003). A model of strategic entrepreneurship: The construct and its dimensions. *Journal of Management*, 29(6), 963–989

Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586.

Day 2: Monday, June 28, 2021

SEMINAR 3 (8:30-10:30). Societal impact of Entrepreneurship

Baumol, W. J. 1990. Entrepreneurship: Productive, unproductive, and destructive. *Journal of Political Economy*, Vol. 98: 893-921.

Vivarelli, M. 2013. Is entrepreneurship necessarily good? Microeconomic evidence from developed and developing countries. *Industrial and Corporate Change*, 22: 1453-1495.

Rawhouser, H., Cummings, M., & Newbert, S. L. 2017. Social Impact Measurement: Current Approaches and Future Directions for Social Entrepreneurship Research. *Entrepreneurship Theory and Practice*, 43(1): 82-115.

Shepherd, D. Parida, V. Wincent, J. 2020. Entrepreneurship and poverty alleviation: the importance of health and children's education for slum entrepreneurs. *Entrepreneurship Theory and Practice*, in press.

SEMINAR 4 (11:00-13:00): The Psychology of Entrepreneurship

Hmieleski, K. M., & Baron, R. A. 2009. Entrepreneurs' Optimism and New Venture Performance: A Social Cognitive Perspective. *Academy of Management Journal*, 52(3): 473-488.

Frese, M., & Gielnik, M. M. 2014. The psychology of entrepreneurship. *Annual Review of Organizational Psychology and Organizational Behavior*, 1(1): 413-438.

Gorgievski, M. J., & Stephan, U. 2016. Advancing the psychology of entrepreneurship: A review of the psychological literature and an introduction. *Applied Psychology*, 65(3): 437-468.

Kanze, D., Huang, L., Conley, M. A., & Higgins, E. T. 2018. We ask men to win and women not to lose: Closing the gender gap in startup funding. *Academy of Management Journal*, 61(2): 586-614.

Day 3: Tuesday, June 29, 2021

SEMINAR 5 (8:30-10:30): Topic Female Entrepreneurship

Jennings, J., McDougald 2007. Work-family interface experiences and coping strategies: Implications for entrepreneurship research and practice. *Academy of Management Review* 32(3), 747-760.

Rocha V, van Praag M. 2020. Mind the gap: The role of gender in entrepreneurial career choice and social influence by founders. *Strategic Management Journal*. 41: 841–866.

Venkatesh, V., Shaw, J. D., Sykes, T. A., Wamba, S. F., & Macharia, M. 2017. Networks, Technology, and Entrepreneurship: A Field Quasi-experiment among Women in Rural India. *Academy of Management Journal*, 60(5): 1709-1740.

SEMINAR 6 (11:00-13:00): Innovation in Family Firms

De Massis, M. Frattini, F., and Lichtenthaler U. (2012). Research on Technological Innovation in Family Firms: Present Debates and Future Directions. *Family Business Review* 26(1), 10-31.

Duran, P., Kammerlander, N., Van Essen, M., & Zellweger, T. M.(2016). Doing more with less: Innovation input and output in family firms. *Academy of Management Journal* 59 (4). 59: 1224-1264

Tushman, M.L. and Anderson, P. (1986). Technological discontinuities and organizational environments. *Administrative Science Quarterly* 31 (3), 439-465.

König, A. Kammerlander, N., Enders, A. (2013). The Family Innovator's dilemma: How family influence affects the adoption of discontinuous technologies by incumbent firms. *Academy of Management Review* 38 (3), 418-441.

Day 4: Wednesday, June 30, 2021

SEMINAR 7 (8:30-10:30): Entrepreneurial Teams

Ruef M., Aldrich H, Carter N. (2003). The structure of founding teams: Homophily, strong ties, and isolation among US entrepreneurs. *American Sociological Review* 68(2): 195-222.

Knight, A. P., Greer, L. L., & De Jong, B. 2019. Start-up teams: A multidimensional Conceptualization, Integrative Review of Past Research, and Future Research Agenda. *Academy of Management Annals*, 14(1): 231-266.

Bird, M. & Zellweger, T. (2018). Relational embeddedness and firm growth: Comparing spousal and sibling entrepreneurs. *Organization Science*, 29(2): 264-283.

SEMINAR 8 (11:00-13:00): Sociology of Entrepreneurship

Aldrich, H. E., & Cliff, J. E. (2003). The pervasive effects of family on entrepreneurship: Toward a family embeddedness perspective. *Journal of Business Venturing*, 18(5): 573-596.

Thornton, P. H. (1999). The Sociology of Entrepreneurship. *Annual Review of Sociology*, 25: 19-46.

Tolbert, P.S., David, R.J. Sine, W.D. (2011). Studying choice and change: The intersection of institutional theory and entrepreneurship research. *Organization Science*, 22: 1332-1344.

SEMINAR 9: (14:00-16:00) Research in Family Business

Bird M, Wennberg K (2014). Regional influences on the prevalence of family versus non-family start-ups. *Journal of Business Venturing* 29(3): 421–436.

Jeong, S.-H., Kim, H. & Kim, H (2021). Strategic nepotism in Family Director Appointments: Evidence from Family Business Groups in South. *Academy of Management Journal*, in press.

Schulze WS, Lubatkin MH, Dino RN (2003) Exploring the agency consequences of ownership dispersion among the directors of private family firms. *Academy of Management Journal* 46(2): 179–194.

Day 5: Thursday, June 30, 2021

SEMINAR 10 (8:30-15:00): Final Seminar

Final Presentations of research proposals.