



# Entrepreneurship & Society

## Spring 2022

*Introduction*

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Aalto School of Business

# Outline for today

*Who are we ?*

*Syllabus*

*Assignment*

*Participation*

*Possible Themes*

*Starting to work on the assignment*

*Assignment and Master's Thesis*

# A little bit about Me

**Lived in:** UK, US, Belgium, Finland

**Worked in:** Above, plus most of the EU, Russia, Ukraine, Kazakhstan, Georgia, Japan, Korea, Middle East, India, South Africa, east Africa

**Studies:** Law, Accountancy, Auditing, MBA, Pedagogy, Entrepreneurship, Complexity

**Campuses:** Aalto, Lappeenranta, Cambridge, Berlin, Seoul, Tehran, Bangalore, Dar Es Salaam

**Jobs:** Corporate lawyer, accountant, auditor, eurobond broker, corporate finance director, business development, innovation consultant, academic  
Entrepreneur : UK 2, Finland 5, Netherlands 1, Russia 1, Czech 1, Germany 1

**Research interests:** **Practical ways to improve things** : entrepreneurial ecosystems, sustainability and EEs, university based entrepreneurship, regional ecosystems

# Quick introduction round

*Why did you choose this course?*

*What are your main topical interests?*

*Any concrete research ideas already?*

# Course syllabus

1. [Learning Content and Outcomes](#)
2. [Individual Work Assignment and Evaluation](#)
3. [Course Participation](#)
4. [General Introductory Readings](#)
5. [Exemplary Learning Exercises](#)
6. [Style Guideline for Writing your Paper](#)
7. [28 Possible Paper Topics](#)

# Learning content and outcomes

- Overview of entrepreneurship research
- Comprehending and problematizing scientific articles
- Skills in writing an academic paper
- Setting base for Master's thesis work

# Assignment & evaluation

- Academic paper of **4500-6000 words** (including abstract, introduction, literature review and theoretical framework)
- **Submission DL: 6.5.2022 (23:55)**
- **28 possible topics.** Choose one (or more) theme(s)
- At least **five academic sources** from top entrepreneurship & management journals
- Grading follows Aalto **Master's Thesis Evaluation Rubrics**

# Basic paper structure

## ABSTRACT

200

## 1 INTRODUCTION

- Background ('Setting the hook')
- Research gap, objective(s) and research question(s)
- Describe the structure of the paper

1,000

300

400

300

## 2 LITERATURE REVIEW

- Review part 1
- Review part 2
- Summary / Critical reflection / Theoretical framework
- Suggestions for future research (e.g. for your Master's thesis)

4,000

1,500

1,500

500

500

## REFERENCES

*4500-6000 words*

*(= approx. 12-16 pages, Times New Roman 12 pt, line spacing 1.5)*



# Participation

- Introduction lecture
- Two **voluntary** feedback sessions:  
30.-31.3.2022 and 13.-14.4.2022
- **Optional** learning exercises

# Introductory readings and videos

...for a general understanding of entrepreneurship, and for crafting the introduction and literature section (e.g. topic choice, setting the hook)

# Exemplary learning exercises

- **How to organize an introduction?**

Eg. *hook* for research, *critique* the *state of the literature*, identify a *research problem*, explain the “*so-what?*” – *why does your focus matter?*, explain how the paper is going to address the research problem

- **How to organization a literature review?**

Eg. *chronologically*, *by themes*, *by questions*, *by subtopics*...

# Style Guidelines

- General format requirements
- Academic paper structure
- Citations in-text
- Language
- References

# Grading follows the Rubric

## Problem setting and focus

1. Explication of how your paper relates to a phenomenon or area of interest
2. Specification of the research problem, research objective and/or question

## Review of literatures and framing

3. Positioning and framing of the research problem/questions in research on entrepreneurship/management/social sciences
4. Summary and critical review of the relevant literature in the selected area
5. Development of a concluding (theory-based) framework serving as base for tackling your research objective/question

# Grading follows the Rubric

## Presentation, critical thinking and conclusion

6. Interpretation of the reviewed literature and theoretical framework developed in light of the core research question raised in the introduction
7. Discussion of practical/theoretical implications and avenues for future studies (and, if suitable, for your own empirical work, such as for your Master's thesis)

## Basic criteria

8. Knowledge of ethics in academic research
9. Consistency and coherence of the paper
10. Academic style, language use and readability (Note: Your work will not be marked down if the English is not of native level – this is not a language test!)

# 28 possible themes

- Try to find the time to read all theme descriptions
- Topic choice is a difficult task – *what's your passion?*
- Be bold and creative in your focus
- Feel free to merge themes or suggest new ones

QUESTIONS

so far?







# Entrepreneurship & Society

*Working on your assignment*

# Research process for the assignment

Choose a topic that truly interests/puzzles/bothers you

Look for relevant research articles

- Google Scholar is a good help (How many times the article has been cited? Search from the Citing works. Scan through Related articles.)

Read the prior work

- Make notes, critique and reflect
- You could use PMI....

plus things I like or I think are important  
minus things I ´disagree with or I am not sure about  
ideas or insights that I am getting

Write up and refine your thoughts

- Start immediately

Conclude how (you would like) to study this further

- Specific themes/questions, particular contexts, selected methods etc.

# Topic examples from prior courses

- Entrepreneurship education for migrants
- Strategies for expanding beyond ethnic enclave
- Entrepreneurs' pitching
- Entrepreneurs and burnout
- Risks in intrapreneurship
- Fear of failure and female entrepreneurship
- Obstacles of female entrepreneurship in country/industry
- Entrepreneurs' preparation and impact on crisis recovery
- Local ecosystems and new ventures
- Assumptions in entrepreneurship research
- Concepts of sustainable, social and environmental entrepreneurship

# Check out MyCourses

**25E55000 - Entrepreneurship and Society**

Dashboard / My own courses / 25E55000 - en... / 1) get famil...

### 1) Get familiar with the field of entrepreneurship research

Before choosing your own topic, you may wish to gain an overview of the entrepreneurship research in general. To do that, take a look at the articles below that have been influential in developing entrepreneurship as a research field.

Taking a look at (few of) them may help you develop a more general (e.g. psychological, behavioural, contextual or process) understanding of entrepreneurship, complementing your specified knowledge gained from your focused academic paper. Also, feel free to build your paper around the following references.

Baron, Robert A. (2008) The Role of Affect in the Entrepreneurial Process. *Academy of Management Review* 33: 328-340.

Baumol, William J. (1996) Entrepreneurship: Productive, Unproductive, and Destructive. *Journal of Business Venturing* 11: 3-22.

Gartner, WB (1988). Who is an entrepreneur? Is the wrong question. *Entrepreneurship Theory and Practice* 13: 47-68.

Davidsson, P. (2016). Entrepreneurial opportunities and the entrepreneurship nexus: a re-conceptualization. *Journal of Business Venturing* 30: 674-695.

Lounsbury, M., Glynn, M.A., 2001. Cultural entrepreneurship: stories, legitimacy, and the acquisition of resources. *Strategic Management Journal* 22: 545-564.

McMullen, J., & Shepherd, D. (2006). Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Academy of Management Review* 31: 132-152.

McMullen, J. S., Dimov, D. (2013). Time and the Entrepreneurial Journey: The Problems and Promise of Studying Entrepreneurship as a Process. *Journal of Management Studies* 50: 1481-1512.

Sarasvathy, Saras, D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. *Academy of Management Review* 26: 243-263.

Shane, S., Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review* 25: 217-226.

Shepherd, D. (2015). Party on! A call for entrepreneurship research that is more interactive, activity based, cognitively hot, compassionate, and prosocial. *Journal of Business Venturing* 30: 489-507.

Welter, F. (2011). Conceptual challenges and ways forward. *Entrepreneurship Theory and Practice* 35: 165-184.

Welter, F., Baker, T., Audretsch, D. B. & Gartner, W. B. (2017). Everyday entrepreneurship: A call for entrepreneurship research to embrace entrepreneurial diversity. *Entrepreneurship Theory and Practice*, 41: 311-321.

**25E55000 - Entrepreneurship and Society**

Dashboard / My own courses / 25E55000 - en... / 2) find a top...

### 2) Find a topic that is your passion

Before starting the exercises and working on the literature review (which usually comes before writing the introduction), it is recommended to invest a fair bit of time to **find a topic area that is of great interest to you**, or that is even your passion.

For this, please give yourself time to carefully read all these descriptions provided in the *Syllabus* to see which theme(s) you could imagine to be the potential topic of your Master's thesis (or a similar research project). 28 possible topics are provided in the *Syllabus* from which you have to choose one. However, you can (and it is even recommended!) that you consider merging insights from multiple topics if you think it supports the development of an interesting research question and framework for your paper. You can also propose your own topic if you feel that your preferred work is not related to any of the suggested themes. If so, please send an explanation to [virva.salmivaara@aalto.fi](mailto:virva.salmivaara@aalto.fi).

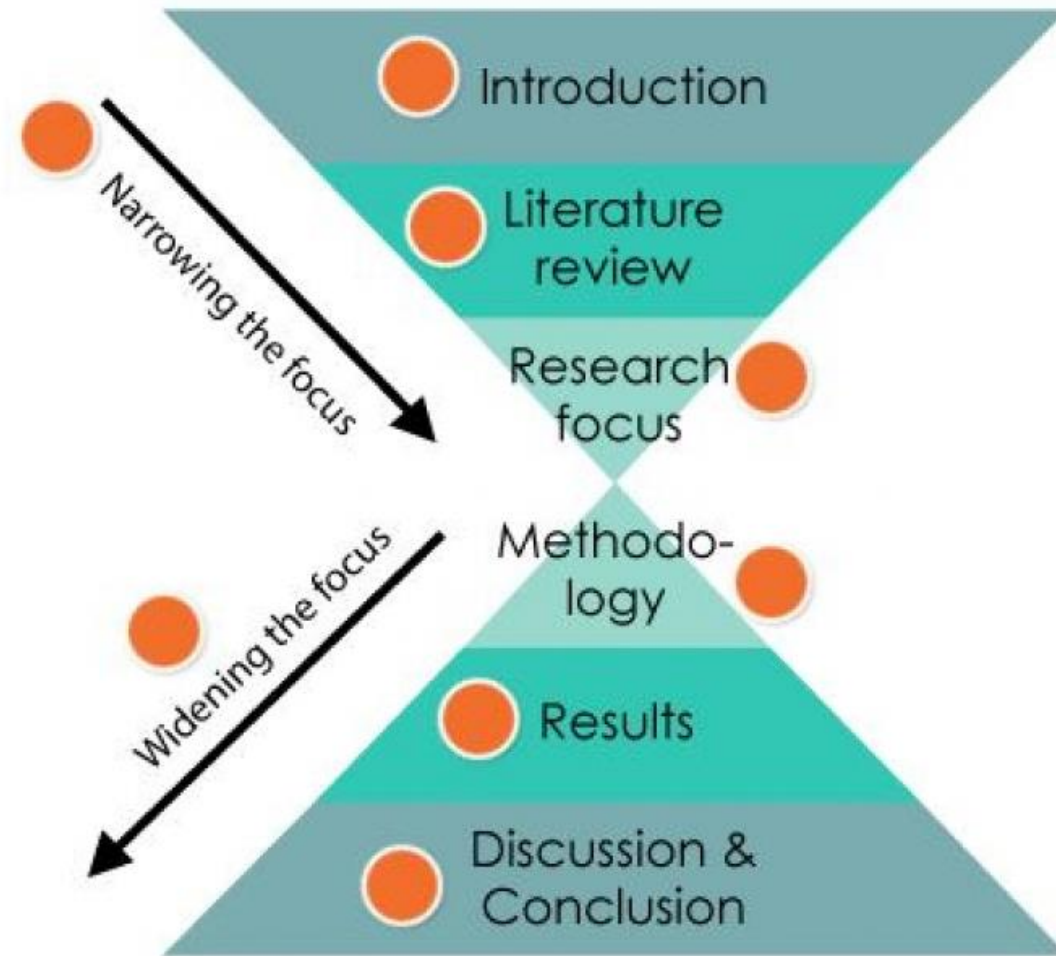
For finding a topic area that is close to your passion and that is of great relevance given the existing knowledge, you may find the following video and article very useful:

**1.4 Choosing a Research Topic and Title**

1. Choose topics that you are personally interested.
2. Choose topics that can be valuable for you when you have a degree.
3. Narrow yourself between two fields.

your idea

Colquitt JA, George G. (2011). *Publishing in AMJ: Topic Choice*, *Academy of Management Journal* 54: 432-435.



Hourglass research approach from Buckler, S. & Walliman, N. (2016)  
*Your Dissertation in Education*. London: Sage Publications Ltd.

# Basic assignment paper structure

## ABSTRACT

200

## 1 INTRODUCTION

- Background ('Setting the hook')
- Research gap, objective(s) and research question(s)
- Describe the structure of the paper

1,000

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# Introduction

## *Thinking*

- What are you interested?  
Why does this matter?
- What particular aspect bothers/intrigues you?
- What will you explore and accomplish in this paper?

## *Writing*

- 1.1. Background and 'hook'
- 1.2. Research gap / objectives / questions
- 1.3. Structure of the paper

# Literature review examples

## **1 Theme:** ***Female entrepreneurship***

### 2. Literature Review

- *Presents the theme of your research shortly, e.g. what is female entrepreneurship, how is it distinctive*

#### 2.1. Review part 1

- *Zooms into an aspect of your research, following the structure of your choosing, e.g. what are the benefits of female entrepreneurship for individuals, families, societies*

#### 2.2. Review part 2

- *Zooms into an aspect of your research, following the structure of your choosing, e.g. what are the obstacles of female entrepreneurship*

#### 2.3. Summary / framework

- *Critically reflects what is female entrepreneurship and what do we know about its benefits and obstacles*

#### 2.4. Avenues for future research

- *Suggests what/how/where to study the topic further, and argues why that would be interesting/relevant*

## **2 Themes: *Entrepreneurial identity & sustainable entrepreneurship***

### 2. Literature Review

- *Presents shortly the key themes/concepts and what follows in the next sections of the literature review*

#### 2.1. Review part 1

- *Presents theme 1 of your research, following the structure of your choosing, e.g. what is entrepreneurial identity and how personal values and motivations influence engaging in entrepreneurship*

#### 2.2. Review part 2

- *Presents theme 2 by focusing on your specific interest, e.g. what is sustainable entrepreneurship, what do we know about the role of entrepreneurial identity in it*

#### 2.3. Summary / framework

- *Critically reflects what is entrepreneurial identity and how it relates to sustainable entrepreneurship*

#### 2.4. Avenues for future research

- *Suggests what/how/where to study the topic further, and argues why that would be interesting/relevant*



# Summary / framework

- Represents the researcher's critical assessment and synthesis of literature on how to approach the phenomenon under study
  - Presents the key elements of the phenomenon, and how they relate to each other
  - Helps to make conceptual distinctions and organize ideas
  - Can be a textual summary (e.g. 1-2 pages) **and/or a figure/model**
- Helps to assess and refine your goals for future research
    - **Realistic and relevant research questions**
    - **Appropriate methods**

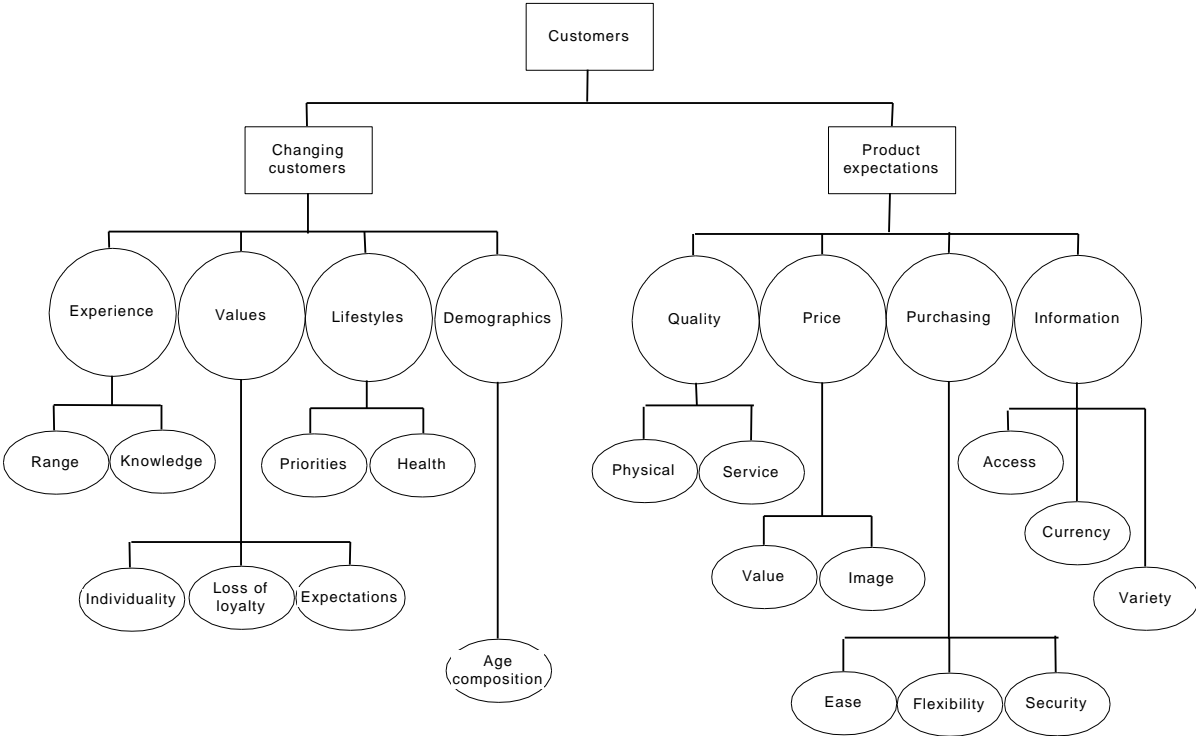
## What is a conceptual framework? ( Miles and Huberman)

- The system of concepts, assumptions, expectations, beliefs, and theories that supports and informs your research (Miles & Huberman, 1994; 2014).
- A visual or written product, one that “explains, either graphically or in narrative form, the main things to be studied— the key factors, concepts, or variables—and the presumed relationships among them”

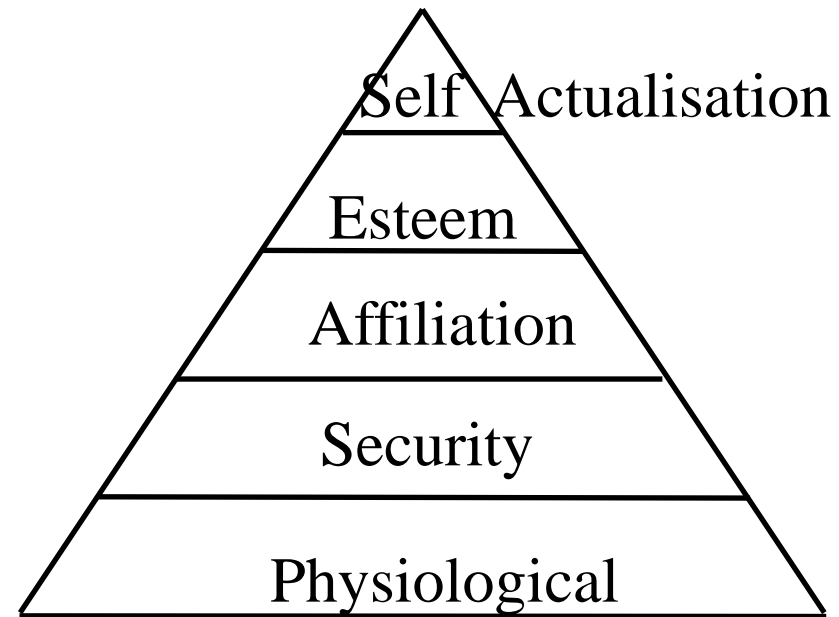
# What is a conceptual framework?

- The most important thing to understand about your conceptual framework is that it is primarily:
  - a conception or model of what is out there that you plan to study
  - and of what is going on with these things and why—a tentative *theory* of the phenomena that you are investigating.

# A 'tree chart' of changing consumer behaviour



# A 'triangle' of needs



Maslow 1954

# Tools for searching articles

Google Scholar:

<https://scholar.google.com>

Aalto library general search:

[https://primo.aalto.fi/discovery/search?vid=358AALTO\\_INST:VU1&lang=en&mode=advanced](https://primo.aalto.fi/discovery/search?vid=358AALTO_INST:VU1&lang=en&mode=advanced)

Select "Articles" before or after you get the search results.

# Google Scholar

Google Scholar entrepreneurship

Articles About 1 900 000 results (0,03 sec)

Any time  
Since 2020  
Since 2019  
Since 2016  
Custom range...

Sort by relevance  
Sort by date

include patents  
 include citations

Create alert

[BOOK] Tracking **entrepreneurship** in South Africa: A GEM perspective  
M Herrington, J Kew, P Kew, GE Monitor - 2010 - researchgate.net  
The Global **Entrepreneurship** Monitor (GEM) research programme was initiated to explore and assess the role of **entrepreneurship** in national economic growth. South Africa joined the GEM project in 2001, and has participated in all subsequent studies. Entrepreneurial ...  
☆ [Cited by 203](#) [Related articles](#) [All 2 versions](#)

[BOOK] **Entrepreneurship: A contemporary approach**  
RM Hodgetts, [DF Kuratko](#) - 2001 - pdfs.semanticscholar.org  
**Entrepreneurship: A Contemporary Approach** by Donald F. Kuratko Dr. Donald F. Kuratko is the Jack M. Gill Chair of **Entrepreneurship**, Professor of **Entrepreneurship**, and Executive Director of the Johnson Center for **Entrepreneurship: A Contemporary Approach**. - Google Books ...  
☆ [Cited by 1431](#) [Related articles](#)

Encyclopedia of **entrepreneurship**  
CA Kent, DL Sexton, KH Vesper - ... Reference in **Entrepreneurship**, 1982 - papers.ssrn.com  
Reviews the state of **entrepreneurship** research from multiple frameworks, including sociological and psychological views of the entrepreneur, economic development, venture capital, and education. **Entrepreneurship** is defined as the creation of new business ...  
☆ [Cited by 756](#) [Related articles](#)

[CITATION] **Entrepreneurship: Creativity and growth**  
DL Sexton, NB Bowman-Upton - 1991 - Macmillan New York  
☆ [Cited by 475](#) [Related articles](#)

Related searches

entrepreneurship <b>theory and practice</b>	entrepreneurship <b>intrapreneurship</b>
entrepreneurship <b>innovation</b>	<b>corporate</b> entrepreneurship
<b>small business</b> entrepreneurship	entrepreneurship <b>regional development</b>
<b>schumpeter</b> entrepreneurship	entrepreneurship <b>gem</b>

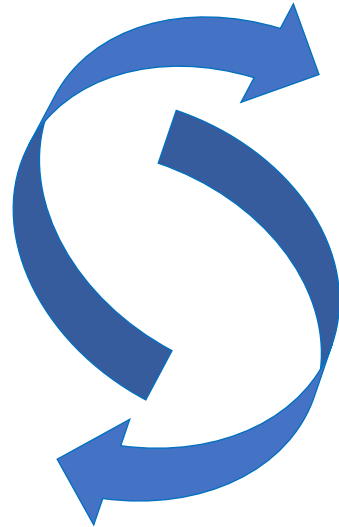
*Identify which articles are highly cited*

*Snowball to find more articles*

# Iterative writing process

## Introduction

- Background ('Setting the hook')
- Research gap, objective(s) and research question(s)
- Describe the structure of the paper



## Literature Review

- Review part 1
- Review part 2
- Summary / Conceptual framework
- Implications and suggestions for future research



# Help along the way

- Check out the videos and extra material in MyCourses
- Look at good examples at Aalto eThesis:  
<https://aaltodoc.aalto.fi/handle/123456789/127>
- Discuss with others and ask for feedback!
- Sign up for Feedback sessions

# Check list: Characteristics of excellent assignments (more info in the Rubric)

## *Introduction*

- The topic relates to a larger societal/practical/theoretical dilemma that motivates the research.
- The choice of research objectives/questions is explained by identifying importance of these questions and/or lack or ambiguity of research around them.

## *Literature review*

- The literature review utilizes relevant sources from entrepreneurship/management /social sciences research.
- The structure of the literature review is logical, and it summarizes and critiques the prior literature.
- The insights gained from the prior literature are concluded (verbally and/or visually) to explicate the core elements related to the research objectives/questions, and to show how they relate to each other.

## *Conclusions*

- The insights gained from the literature are contrasted with the original research objectives/questions to assess how the prior literature helps to understand the phenomenon in more detail.
- The ideas for future research are grounded on the insights of the literature review (and the developed framework). They are more nuanced and concrete than the ideas that could have been originally identified and imagined.

## *In general*

- The paper is coherent and easy to read, and it has a consistent 'red line' that reflects the authors' own thinking.
- The paper is written following academic style (structure, language use, referencing).
- The author shows awareness of research ethics, e.g. in terms of the topic choice and use of the work done by others.

# Most important: Demonstrate understanding of the research process

- ✓ Well-structured and clearly argued
- ✓ Reflects your own thinking
- ✓ Focuses on quality over quantity



# Entrepreneurship & Society

*Help to prepare for the Master's Thesis*

# Example of Thesis Outline

## 1 INTRODUCTION (*5 pages*)

- 1.1 Background
- 1.2 Research objectives/questions
- 1.3 Structure of the thesis

## 2 LITERATURE REVIEW (*20 pages*)

- 2.1 Part 1
- 2.2 Part 2
- 2.3 Summary / framework

## 3 DATA AND METHODS (*5 pages*)

- 3.1 Data
- 3.2 Methods
- 3.3 Ethics and quality of the study

## 4 FINDINGS (*25 pages*)

## 5 DISCUSSION (*5 pages*)

## 6 CONCLUSIONS (*10 pages*)

- 6.1 Research summary
- 6.2 Practical implications
- 6.3 Limitations of the study
- 6.4 Suggestions for further research

	<b>Practical thesis</b> “Tools for solving a problem”	<b>Research thesis</b> “Knowledge for understanding a problem”
<b>Introduction</b>	Identifying an important practical problem	<i>Identifying an important theoretical puzzle or practical problem</i>
<b>Literature review</b>	What do we know about the solutions to the problem in prior literature?	<i>What are the key concepts / theories that help us to study the problem?</i>
<b>Data and methods</b>	Explain your procedures transparently	<i>...and utilize known research methods</i>
<b>Findings</b>	Your findings on the solutions to the problem	<i>Your findings on the elements of the puzzle/problem</i>
<b>Discussion</b>	What (new) do your findings teach us about the solutions to the problem?	<i>What (new) do your findings add to our understanding of the puzzle/problem?</i>
<b>Conclusions</b>	How can the study’s findings be utilized in the future?	<i>How can the study’s findings be utilized in the future?</i>
<b>References</b>	May include non-academic consultancy and policy reports	<i>Mostly articles from high quality journals</i>

# How can the Entrepreneurship & Society course help you with your thesis?

- If you don't yet have a specific question in mind, you can **focus on learning about a topic**
- Review literature around the topic to identify why it is interesting, what kind of themes/questions have been studied and how, what kind of different perspectives and nuances there are

→ **The course helps you to find your own interests, formulate a focused question and develop your research plan**

- If you already have a more specific question in mind, you can **zoom into your own research question**
- Review literature on your question to identify how your idea fits and adds to the prior research and what kind of findings or concepts you can use to study the question empirically

→ **The course helps you to draft parts of the literature review for your thesis and develop your research plan**

# Skills needed in thesis work

After completing the thesis process, you should feel comfortable **extracting information from extant research in an analytical and critical manner**, and **apply it independently to solving research problems**.

You should also be able to **apply at least one method to generate new research information**, and be able to analyse and interpret this information.

Furthermore, you should feel comfortable in **planning and managing a large project** that you carry out yourself.



# Preparation for the thesis in EIM programme



# Thesis kick off in EIM programme

You will be assigned to a thesis supervisor *after the thesis seminar kick-off session*; by then, you have the opportunity to send a **short description of your general thesis themes of interest and/or more concrete thesis ideas**.

This document should very briefly explain what your intended research theme is/themes are and why you have decided to pursue one or more particular topics.

If you have an idea of the theory or the method that you intend to use, do make a note of them, but it is not necessary to have made these choices before the first supervision.

The purpose of the preliminary description of your ideas is to serve as a foundation for the specification of your topic in the first supervision.

# More info

General instructions on writing and handing in the Master's thesis:

<https://into.aalto.fi/display/eneim/Completing+your+master%27s+thesis>

Master's thesis completed in Aalto:

<http://epub.lib.aalto.fi/en/ethesis/>