

Insights from two empirical qualitative research papers

Getting Started / November 2022

Structure

- Go through the insights from the individual papers
 - Motivations behind choosing the study
 - Theoretical overview and method(s)
 - Key concepts discussed within the paper
 - Findings and Discussions
 - Personal insights relevant to my own research plans
- Common themes/insights from both the papers
- Concluding remarks and thoughts

Papers analyzed

Cope, J. (2011). Entrepreneurial learning from failure: An interpretative phenomenological analysis. *Journal of business venturing*, 26(6), 604-623.

Kim, S., & Kim, A. (2021). Going viral or growing like an oak tree? Towards sustainable local development through entrepreneurship. *Academy of Management Journal*, (ja).

Cope, J. (2011). Entrepreneurial learning from failure: An interpretative phenomenological analysis. Journal of business venturing, 26(6), 604-623.

- ***Motivations***

- Topic of failure within entrepreneurship
- Connection towards entrepreneurial education + experiential learning
- Journal of Business Venturing
- Slightly older article (2011)

- ***Theoretical Overview***

- Failure within the ***entrepreneurial learning*** process
- Failure as a concept within entrepreneurship
 - termination of a business that has fallen short of its goals
- Concept of ***intelligent failures*** (Sitkin, 1992).

Cope, J. (2011). Entrepreneurial learning from failure: An interpretative phenomenological analysis. Journal of business venturing, 26(6), 604-623.

- ***Method***

- Interpretative phenomenological analysis
 - IPA --> focused upon the experiences of failures within entrepreneurs
 - 8 participants, 4 from UK, and 4 from the USA
 - Phenomenological interviews
- 6 levels of phenomenological analysis
 - Familiarization, sense-making, categorization, interpretation, eventual explanation and abstraction
- "Four Lenses" of ***entrepreneurial learning task dimensions***
 - 1) learning about oneself, 2) to learning about the venture, 3) learning about networks and relationships, and 4) learning about venture management

Cope, J. (2011). Entrepreneurial learning from failure: An interpretative phenomenological analysis. Journal of business venturing, 26(6), 604-623.

- ***Findings and Discussions***

- Six key aspects towards failure: financial, emotional, physiological, social, professional, and entrepreneurial failure(s)
- Sees failures as the “ultimate form of trial and error” learning
- importance of critical self-reflection and the overall act of reflexivity in turning these failure experiences into learning outcomes.

- ***Other interesting insights***

- Future avenues: new methodologies that are more capable of understanding the social complexity of failures will be required
- Cope explicitly mentioned that opportunism and convenience sampling were contributing factors in choosing the sample for their study

Kim, S., & Kim, A. (2021). Going viral or growing like an oak tree? Towards sustainable local development through entrepreneurship. Academy of Management Journal, (ja).

- ***Motivations***

- Topic discussed was of interest to me --> idea of business incubation for local/regional development
- Opportunity to take an in-depth look at an ethnographic study
- Take a "fresh" paper (2021)

- ***Theoretical Overview***

- High-growth entrepreneurship - typically achieved through VC backed funding
- Utilization of entrepreneurship as a means towards local and regional development
- Approaches that repurpose existing resources to support development rather than relying on external resources
- Entrepreneurial Bricolage (Baker & Nelson, 2005)
 - *Reminded me of Effectuation Theory + my chats with Tua Björklund.*

Kim, S., & Kim, A. (2021). Going viral or growing like an oak tree? Towards sustainable local development through entrepreneurship. Academy of Management Journal, (ja).

- ***Method***

- 22-month long ethnography study between 2012 and 2014
- Two business incubators with differing approaches towards growth/development
- Following the next six years to trace the trajectories of the 27 ventures (2014-2020)
 - Venture names as search term in Factiva and LexisNexis news archives
- 148, one-to-five-hour meetings/events
- 67 one-to-two-hour interviews

- ***Findings***

- One incubator focusing on high-growth, quick paced, and scaling-up opportunities,
- Other focusing on slow(er)-growth, through a scaling-deep approach
- *Personal interest: strong emphasis placed on entrepreneurial activities and initiatives placed by policy makers*

Kim, S., & Kim, A. (2021). Going viral or growing like an oak tree? Towards sustainable local development through entrepreneurship. Academy of Management Journal, (ja).

- ***Findings***

- High-growth incubator was able to get most of their firms to serve customers beyond the original local market
- For the other incubator, out of the eight ventures supported, six were still in operation within Detroit as of 2020
- Both generated spillover effects, but their scales and depth varied significantly.

- ***Discussions***

- Local bricolage: "by applying combinations of locally available resources to locally specific problems and opportunities"
- ***Possible personal research avenues*** for a similar type of research conducted within the Finnish entrepreneurial ecosystem with players such as Slush, FVCA, Kiuas, NewCo Helsinki, Aalto Entrepreneurship Society, Maria01 as possible stakeholders

Synthesized Insights + Concluding Remarks

- ***Lots of valuable theoretical concepts and frameworks provided by both***
 - Entrepreneurial learning task dimensions, Intelligent failures, learning theories
 - Entrepreneurial bricolage, entrepreneurship as a means of developing communities
- ***Step by step approach for the studies***
 - Kim & Kim (2021) provided an approach for conducting a rigorous ethnographic study.
 - Cope (2011) provided one for conducting an interpretative phenomenological analysis
- *While different in their research questions, objectives, and methods, both studies still had some similarities in terms of their **rigor, approach towards presenting their findings, and relevance** for me, personally, as I move forward with my own academic research career.*

Synthesized Insights + Concluding Remarks



STARTUP ECOSYSTEM SUMMARY

KEY STARTUP CITIES

Helsinki, Oulu, Tampere

CONNECTED COUNTRY ECOSYSTEMS

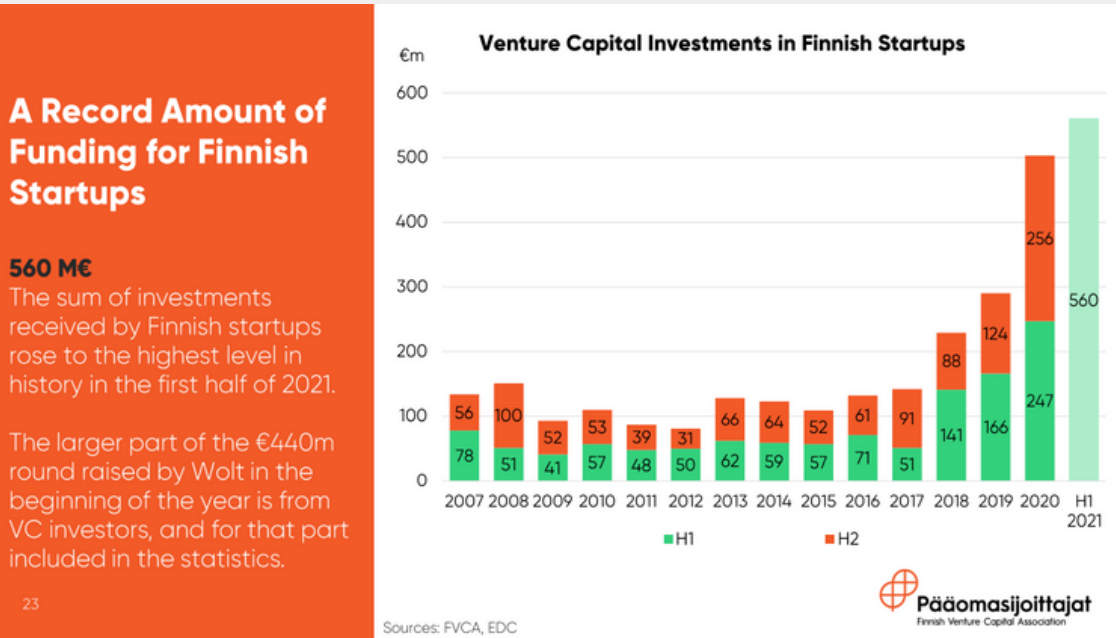
Sweden, Germany, U.K.

DIFFERENTIATORS

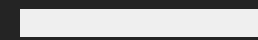
- Large Nordic talent-pool
- Government support
- Slush Conference (investor networking, etc.)
- High volume of tech innovations
- Strong established gaming sector

CHALLENGES

- Small market
- Difficulty of the Finnish language for outsiders
- Building brand strength
- Brain-drain (e.g. to Sweden, Russia, USA)



Thank You



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