

## ENTREPRENEURSHIP PERSPECTIVES COURSE 5-DAY WORKSHOP SCHEDULE (22-26 April)

The purpose of this course is to support doctoral students in learning and discussing how to approach and conduct theoretically original and practically relevant entrepreneurship research. The 5-day workshop will start off by discussing more established perspectives and methodological approaches in entrepreneurship research and will gradually move towards more critical, non-conventional and impact-orientated research in entrepreneurship.

Throughout the workshop, we also put strong emphasis on discussing the process and practice of conducting and publishing research in entrepreneurship, which will be illustrated by concrete research examples based on the instructors' experiences. In each session, several articles will be discussed in-depth to introduce some current themes and challenges in entrepreneurship research, strategies to frame a research problem, ways of using entrepreneurship perspectives and perspectives from other disciplines, different methods and data sources, ways of theorizing and making contributions, and critical insights into review and revision processes. A list of example articles used can be found in MyCourses under Additional Materials.

Presentations of team reflections (*assignment 3*) will support each day and in-between lectures and discussions (see information below). In addition to the responsible teacher **Ewald Kibler** (Aalto University, Associate Professor, *Journal of Business Venturing Insights (JBVI)* Editor) and co-teacher **Bernadetta Ginting-Szczesny** (Aalto University, Postdoctoral Researcher, *JBVI* Media & Engagement Editor), there will be presentations and discussions with our guests **Markku Maula** (Aalto University, Professor, *Entrepreneurship Theory & Practice (ETP)* Senior Editor), **Ulla Hytti** (University of Turku, Professor, *Entrepreneurship & Regional Development* Associate Editor), **Pablo Muñoz** (Durham University Business School, Professor, *JBVI* Editor-in-Chief), and **Irina Atkova** (University of Oulu, Assistant Professor). We will also have an online session with **Dean Shepherd** (University of Notre Dame, Professor, former *Journal of Business Venturing (JBV)* Editor-in-Chief) and **Joakim Wincent** (Hanken School of Economics; Professor, *ETP* Editor).

Roundtable discussions will be organized on Wednesday and Thursday, in which students will discuss their paper proposal with their peers and an experienced scholar. The in-class sessions will be concluded on Friday with a seminar.

### **Course Day 1: Monday, 22 April 2024**

#### **Integrating Entrepreneurship Perspectives into Explanatory Research**

09.00 – 12.00: Class sessions (room T003, School of Business, Ekonominaukio 1)

12.00 – 13.00: Lunch

13.00 – 16.00: Class sessions (room L101, School of Arts/Väre, Otaniementie 14)

On the first day, we will begin with a creative, interactive activity designed to introduce ourselves with each other's research interests and initial ideas about our (potential)

academic profiles in the future. Following this, we will delve into discussions on framing a theoretically relevant research gap/problem and developing theoretical contributions in entrepreneurship research. To kick off the course, we will predominantly use and reflect quantitative articles to showcase the application of various perspectives and discourses, including those related to regional legitimacy and wellbeing research streams. Additionally, we will contemplate different approaches to hypothesis and model development, quantitative data collection, research designs, and making contributions through quantitative research methods.

Towards the conclusion of the workshop day, we will host a session, styled as a Q&A, with Prof. Markku Maula. Markku will share some insights into publishing quantitative papers in top entrepreneurship journals and share reflections on his recent work and editorials, including topics such as rigor in quantitative research, venture capital/crowdfunding, and design science research.

Furthermore, during the first day, two group presentations will serve as further base for more in-depth discussions revolving around two exemplary perspectives in entrepreneurship research: legitimacy and wellbeing perspectives.

*Group presentations around two perspectives: legitimacy and wellbeing*

- **Group 6** – ‘New venture legitimacy’ (Fisher, 2020)
- **Group 7** – ‘Eudaimonic well-being’ (Shir & Ryff, 2021)

### **Course Day 2: Tuesday, 23 April 2024**

#### **Discovering Entrepreneurship Perspectives Through Explorative Research**

09.00 – 12.00: Class sessions (room Y347, Undergraduate Centre, Otakaari 1)

12.00 – 13.00: Lunch

13.00 – 16.00: Class sessions (room T004, School of Business, Ekonominaukio 1)

On the second day, our focus will centre on inductive, explorative, and discovery approaches within entrepreneurship research. We will delve into how different perspectives can help in theorizing qualitative insights and establishing a more contextually grounded understanding of entrepreneurship. We will also draw upon exemplary articles to demonstrate qualitative data collection methods, research designs, and the intricate process of ‘building’ theory from qualitative data (e.g. linked to interview-based, longitudinal, ethnographic or discourse studies). Furthermore, we will refer to specific qualitative studies to facilitate reflection and discussion across various perspectives and themes, including emotions, narratives, work dynamics (e.g., identity or institutional work), social/sustainable entrepreneurship, and research conducted in extreme settings or during crises.

In addition to exploring methodologies, we will also share insights into common pitfalls and lessons learned from experiences with publishing qualitative entrepreneurship research, both within the entrepreneurship field and within broader organizational and management studies. Moreover, the second day will also feature two group presentations, providing a base for further in-depth discussions surrounding two prominent discourses in entrepreneurship research: agency- and context-related perspectives.

*Group presentations around two perspectives: agency and context*

- **Group 2** – ‘Entrepreneurial agency’ (McMullen et al., 2021)
- **Group 4** – ‘Entrepreneurial contexts’ (Welter & Baker, 2021)

### **Course Day 3: Wednesday, 24 April 2024**

#### ***Rethinking Entrepreneurship Perspectives Through Critical Inquiry***

09.00 – 12.00: Class sessions (room T004, School of Business, Ekonominaukio 1)

12.00 – 13.00: Lunch

13.00 – 15.00: Roundtable discussions (rooms V114/V119/V120/V122, School of Business, Ekonominaukio 1)

15.00 – 16.00: Class sessions (room U213, School of Business, Ekonominaukio 1)

On the third day, together with Prof. Pablo Muñoz, we will briefly continue from the topics covered on day 2 with some further insights into qualitative entrepreneurship research, applying different perspectives and methods, such as QCA method in entrepreneurial ecosystem research. Following this, will have a guest lecture by Prof. Ulla Hytti on writing novel and interesting entrepreneurship research, based on her own research and from the perspective of an editor. Ulla will also share insights based on her qualitative research concerning gender, identity, and education, as well as her policy-related research on entrepreneurship.

Afterwards we will continue with the first roundtables to discuss the individual paper proposals (*assignment 2*). Each proposal will be discussed for 45-60 minutes within a group, which consists of two peers and one experienced scholar. The roundtables will be facilitated by Pablo Muñoz, Ulla Hytti, Ewald Kibler, and Bernadetta Ginting-Szczesny. We will conclude the in-class session with a discussion/Q&A session with Pablo Muñoz and Ulla Hytti.

Furthermore, as in the two days before, we will have two group presentations as further base for more in-depth discussions revolving around two exemplary perspectives in entrepreneurship research: identity and ecosystem perspectives.

*Group presentations around two perspectives: identity and ecosystem*

- **Group 1** – ‘Entrepreneurial identity’ (Radu-Lefebvre et al)
- **Group 5** – ‘Entrepreneurial ecosystem’ (Wurth et al., 2021)

### **Course Day 4: Thursday, 25 April 2024**

#### ***Developing Entrepreneurship Perspectives Through Impact-Oriented Research***

09.00 – 12.00: Class sessions (room Y347, Undergraduate Centre, Otakaari 1)

12.00 – 13.00: Lunch

13.00 – 15.00: Roundtable discussions (rooms V114/V119/V120/V122, School of Business, Ekonominaukio 1)

15.00 – 16.00: Class sessions (room Y347, Undergraduate Centre, Otakaari 1)

17.00 – 20.00: Post-workshop hangout (optional social event)

On the fourth day we will continue taking a more impact-driven approach and moving towards translational and problem-focused research in entrepreneurship. Doing so, Prof. Pablo Muñoz will share his insights and experiences on impact-focused research, bringing forward a translational framework for entrepreneurship research, collaborative methodological approaches (e.g. participatory action research), and novel ways of theorizing (e.g. prospective theorizing) driving forward the entrepreneurship research field. Together with Pablo, we will also reflect on and discuss examples and the process of publishing non-conventional research in entrepreneurship journals, for instance through outlets such as *Journal of Business Venturing Insights*. Furthermore, we will have one group presentation as further base for more in-depth discussions revolving around one exemplary perspective in entrepreneurship research: the opportunity discourse.

Afterwards we will continue with the second roundtable discussions to discuss the individual paper proposals (*assignment 2*). The roundtables will be facilitated by Irina Atkova, Pablo Muñoz, Ewald Kibler, and Bernadetta Ginting-Szczesny.

At the end of the workshop day, we will have a 1-hour Q&A-type Zoom session with Professors Dean Shepherd and Joakim Wincent to discuss the process of conducting bold and novel entrepreneurship research, specifically based on their experience as both authors and editors, as well as linked to their joint research in extreme settings.

*Group presentation around opportunity perspective*

- **Group 3** – ‘Entrepreneurial opportunity’ (Wood & McKinley, 2020)

### **Course Day 5: Friday, 26 April 2024**

#### **Contemplating (New) Directions for Future Entrepreneurship Research**

09.00 – 12.00: Class sessions (room T003, School of Business, Ekonominaukio 1)

12.00 – 13.00: Lunch

13.00 – 14.00: Class sessions, incl. discussion/Q&A and feedback (room L101, School of Arts/Väre, Otaniementie 14)

14.00 – 15.30: Seminar (room V001, School of Business, Ekonominaukio 1)

In the final day of the workshop, we will reflect on the various perspectives and approaches to theorizing and conducting research in the field of entrepreneurship. Additionally, we will engage in discussions about the future directions of entrepreneurship research. Later, we will reflect on individual research projects through a creative and interactive session. We will also have one group presentation as further base for more in-depth discussions revolving around one emerging perspective in entrepreneurship research: the resourcefulness lens. Finally, we will conclude the in-class session with a final discussion and feedback round.

In the afternoon, we will have a final seminar talk by Prof. Pablo Muñoz on Social Venturing in the Social Sciences, one of the pioneering initiatives aimed at fostering new practical and business innovations through entrepreneurship research.

*Group presentation around resourcefulness perspective*

- **Group 8** – ‘Entrepreneurial resourcefulness’ (Williams et al., 2021)

## LUNCH & SOCIAL EVENT

For lunch, we have reserved a table for all course participants at [Restaurant Arvo](#) (School of Business, Ekonominaukio 1). Lunch is at own cost.

We have organized a social event on **Thursday, 25 April 2024**. From 17:00 onwards, those interested can join us for a **post-workshop hangout** at [Ravintola Fat Lizard Otaniemi](#) (located 2 minutes away from the School of Business). It would be great to have many of you joining us there! We have reserved a table for all course participants, so please let Bernadetta know by **Tuesday, 23 April** if you are not able to join. This optional social event includes two free drinks, but food is at own cost.

## GETTING TO AALTO UNIVERSITY SCHOOL OF BUSINESS

Classes are held in different buildings adjacent to the School of Business building. Please see the campus map below for detailed locations. The buildings are circled in red: Ekonominaukio 1 (number 68), Väre (number 67) and Otakaari 1 (number 1).

The nearest metro station is Aalto University, and you can find your way to the School of Business through both exits.

- Exit Tietotie: When you are out of the building, turn right, and walk down the street Tietotie until you reach Ekonominaukio (about 100 m)
- Exit Otaniementie: Walk through the A Bloc shopping center to the Väre building of the School of Arts, Design and Architecture; continue to the School of Business (please follow the signs; this is an indoor route)

Besides the Metro, there are some bus lines serving Otaniemi (52, 111, 510) and tram 15. All these busses and tram stop by the Aalto University Metro station, Otaniementie exit.

Single metro or bus tickets can be bought in advance at the ticket machines or from the HSL mobile application. The same ticket is valid on buses and the metro.

If you have any problem finding the building and/or rooms, you can WhatsApp or call Bernadetta at +358 40 5720 321.

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