



Enterprising identities; Construction of identities in an entrepreneurial context

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Mainstream entrepreneurship literature is primarily concerned with the economic contributions of entrepreneurship, embedded in a positivist, objectivist tradition, and rooted in economic regulation. Entrepreneurship is seen as a process which involves strategic planning and success depends on entrepreneurial learning and particular personality traits. Hence, this literature develops the idea of an archetypical entrepreneur, who is innovative and creative, with an urge for achievement, risk-taking and autonomy. Additionally, entrepreneurs are said to look for recognition and to possess a strong internal locus of control.

This view has recently been critically addressed as a hegemonic Western masculine discourse and system of thought. There is a gender and ethnic subtext which prescribes masculinity, whiteness and heroism, setting up a norm which may rest uneasily with actual entrepreneurs, be they men or women, black or white. This track aims to challenge this archetype, as such discourse results in discriminatory practices by practitioners and governments, and at the same time urges business people to adopt, for instance, a more masculine and Western behavior.

We therefore welcome contributions on entrepreneurial subjectivities, or the construction of identity within an entrepreneurial context. Various alternative perspectives on entrepreneurship research might be articulated, as for example subjectivist approaches, critical theory, postcolonial theory, life-story/narrative, and discourse analytical approaches. Links may be made to the notion of intersectionality, or the understanding of the simultaneous existence of social categories of power such as age, gender, ethnicity, class, sexuality and disability. Such applications may show how 'deviant or other' entrepreneurial subjectivities 'do entrepreneurship' in spite of, in relation to, or even as a result of the popular hegemonic entrepreneurship discourse.