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Entrepreneurship. Context matters: Matters in context

Abstract

Context has been recognized as shaping entrepreneurship. However, much less has been said about the interplay between entrepreneurship and social context and how entrepreneurship may actually shape context. Through looking at current and ongoing work, this presentation characterizes entrepreneurship as a contextual event. In doing so, it draws on the ideas of embeddedness, social capital, social bonds and social networks to show that relationships play meaningful roles in the entrepreneurial process. Insight is presented about the role of such relationships and how those that exist between entrepreneurs and the communities with whom they engage can influence practice and outcomes. The argument is also made that entrepreneurship is both shaped and influenced by context, and that it is therefore critical to look at entrepreneurial matters in their context.

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