A reading of multi-paradigmatic Entrepreneurship

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The interest of our talk is to discover the epistemological and theoretical anchorship while retaining a multi-paradigmatic reading for this phenomenon.

Could we not argue that e-ship is, starting with an idea, the exploitation of an opportunity within a driven organization, created from scratch or resumed at first, then subsequently developed by a single individual or by a team that undergoes a significant change in their life, according to a process that leads to the creation of a new value or the waste saving of an existing value?"
Definitions
1. Paradigm of the business opportunity
2. Paradigm of value creation
3. Paradigm of innovation
4. Paradigm of organizational leadership
5. Paradigm of individual features
6. Entrepreneurial paradigm of facts
7. Paradigm of the entrepreneurial process
8. Paradigm of the project
Conclusion
An Intellectual perception or view, accepted by an individual or a society as a clear example, model, or pattern of how things work in the world.

This term was used first by the US science fiction historian Thomas Kuhn (1922-96) in his 1962 book 'The Structure Of Scientific Revolution' to refer to theoretical frameworks within which all scientific thinking and practices operate.

http://www.businessdictionary.com/definition/paradigm.html#ixzz0yNpDmx6t
- A preconceived idea of what the world is, what it should be like, and how it should operate.

- These ideas become so deeply rooted in our minds that they become blocks to creative thinking, even though they may be outdated, obsolete, and no longer relevant.
Capacity and willingness to undertake conception, organization, and management of a productive venture with all attendant risks, while seeking profit as a reward. In economics, e-ship is regarded as a factor of production together with land, labor, natural resources, and capital.

Entrepreneurial spirit is characterized by innovation and risk-taking, and an essential component of a nation's ability to succeed in an ever changing and more competitive global marketplace.

http://www.businessdictionary.com/definition/entrepreneurship.html#ixzz0yNq4VA8T
« An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it » (Bygrave, Hofer, 1991, p.14).

« Entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled » (Timmons, 1994, p.7).

« The scholarly examination of how, by whom and with what effects opportunities to create future goods and services are discovered, evaluated and exploited (Venkataraman, 1997). Consequently, the field involves the study of sources of opportunities; the process of discovery, evaluation, and exploitation of opportunities; and the set of individuals who discover, evaluate, and exploit them » (Shane, Venkataraman, 2000, p.218).
Why, how and when do opportunities arise?

Why, when and how do some people and not others, discover and exploit these opportunities?

Why, when and how are different types of action committed to exploit the entrepreneurial opportunities?

Some discussion points:

Are opportunities discovered or are they built?

Are opportunities objectives or theoretical constructions?

The role of information, experience?

The link: Idea - opportunity - BM – Strategic Value – Business Plan

Is the concept unique to e-ship?

"e-ship is the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in term of equity, time, and/or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources.” (Ronstad, 1984, p.28).

"The scientific object studied in the field of e-ship Dialogic is the individual / value creation "(Bruyat, 1993, p.57)

What is value?

Specificity e-ship: new value?

Stakeholders

Generic Value - singular value (BM)
Innovation is the foundation of e-ship, since it requires new ideas to offer or produce new goods or services, or, alternatively, to reorganize the company. Innovation is creating a different company from what we knew before, is to discover a product or process is a new way to make, distribute or sell "(Julian Marchesnay, 1996, p.35).

« Innovation is the specific instrument of e-ship

» (Drucker, 1985, p.30).
3 - Paradigm of innovation

Schumpeterian legacy

Vide conception (even tautological) of innovation

Approach related to the technological perspectives

Issues of globalization and hyper competition

Are most creation projects innovative?

« An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it » (Bygrave, Hofer, 1991, p.14).

« I think that those who are familiar with some of my previous writings on e-ship (Gartner, 1985, 1988, 1989, 1990) are aware that the domain of e-ship that interests me is focused on the phenomenon of organization creation » (Gartner, 1995, p.69).

«Here, e-ship is seen as a phenomenon leading to the creation of an organization driven by one or more individuals who joined for the occasion » (Verstraete, 2003, p.13)
Discussion of the word creation (creation, emergence, pulse)

« I hope that organizational emergence will convey the image of organizations becoming manifest, that is, organizational emergence is the process of how organizations make themselves know (how they come out into view; how they come into existence)... the phenomenon of organizational emergence occurs before the organizations exists. » (Gartner, 1995, p.71).

Discussion on the word organization.

Just a phase of a life cycle?
Paradigm of the opportunity

Paradigm of the innovation

Paradigm of the creation of a value

Paradigm of the creation of an org.

Paradigm of the project.

Paradigm entrep facts

Paradigm entrep process.

Paradigm of the creation of a value
The contribution of this paradigm for e-ship research is deemed to be limited, even obsolete, since it considers the personal characteristics (Demographic, social background, career, skills, motivation, history, family ...) of the contractor while highlighting some features of recurring characters for successful entrepreneurs. Under that paradigm, it seems that entrepreneurs are most often from families where parents or other close people are themselves in business (Gasse, D'Amours, 2000). Therefore, they view them as models to imitate (Diochon and food., 2001).

It provides an answer to the question: Who?

This paradigm can be used with others to clarify the phenomenon of academic e-ship that reflects the entrepreneurial action by members of the university and this, in order to identify the different profiles.
This paradigm is very descriptive. It provides an answer to the question "What?" and makes it possible to identify the contractor by his behavior. However, this paradigm is a great danger when referring to Paturel (2007), because it might suggest to have, in the universality, some paths of success reported, considered as the rule, whereas the statistics related to failures are not encouraging for those who want to go into business. The paradigm of the facts is to assess the entrepreneurial skills of the creator by the initiative he takes in his efforts and by taking into account the tasks achieved by him. (Toutain 2006)
As it is a young field of research, e-ship is perceived among most researchers as a process.

According to Shane and Venkataraman (2000): "Entrepreneurship is the scientific study of how, by whom and with what effects, opportunities to create new products and services are identified, assessed and exploited »

Similarly, the definition of Gartner (1993) goes in this direction: "Entrepreneurship is an organizing process that leads to the creation of a new organization."
According to Johannisson (2003), e-ship is regarded as "a process in which resources, initially independent, are reorganized in a new way to seize a business opportunity."

For Hernandez and Marco (2006), "The entrepreneur is the initiator of a complex process of detection and exploitation of opportunities" (p.9).

According to Schmitt (2008, p.4) "e-ship is seen as a completed process of the transformation of the company and, consequently, of the market in which this act is processed, as explained Schumpeter in 1954."
To sum up, the process is a paradigm to describe and analyze the various steps of creating a new company from scratch or taking over an existing entity in order to elucidate and identify problems to address.

Often this paradigm involves the concept of entrepreneurial engagement, which is the intention business in the process of e-ship.

However, the intention is insufficient to undertake, but it is the decision which is authentic, and represents the essential link between the intention to create and the act of creation (and Marco Hernandez 2006).
8 - Paradigm of project:

According to Paturel (2007) e-ship is inextricably linked with the project idea and therefore there is a project paradigm.

In fact, the project is considered as "a figure of anticipation, which can certainly afford to script in the future, but also to educate the rationalizations of action" (Bréchet, Desreumaux, Lebas, 2005).

The book Boutinet J.-P. (1993) "Anthropology of the project" seems to be the basis to elucidate the paradigm of the project.

A project is the combination of four worlds namely:
• the architectural world that forms the link between design and implementation of the project
• the political world that explains the "vision of a society project"
• the philosophical world that reflects the intentionality that emerges after the project.
• the pragmatic world where instrumentation consists of a project

Raouf JAZIRI Raouf. Une vision renouvelée des paradigmes de l’entrepreneuriat : Vers une reconfiguration de la recherche en entrepreneuriat
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## Old e-ship (US/UK?)
- Individualist
- Neo-liberal capitalism
- Opportunity pursuit regardless consequences
- Business driven: short-term profitability & growth
- Value creation: solely financial
- Exploited & wasted resources
- Exclusive role models
- Masculine attributes: aggression, power, conflict

## New e-ship (European?)
- Networked & collectivist
- Individual-team leadership
- Socially connected & inclusive
- Ethically responsible
- Sensitive to resource conservation & re-use
- Multiple forms of value creation
- Economically & environmentally sustainable
- Feminine values: relational, collaborative, intuitive
- Grassroots enterprise

This change can be achieved though education, practice & leadership

Creative e-ship
Conclusion: & new connections for creative e-ship

This change can be achieved through education, practice & leadership

Creative e-ship

VERSTRAETE Thierry. ; FAYOLLE Alain. "Quatre paradigmes pour cerner le domaine de recherche en entrepreneuriat", VIIe CIFEPME, Montpellier, octobre 2004

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A talk from Mike Eboueya