

Contemporary Topics in Entrepreneurship and Family Enterprise Research

Course instructors

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Application procedure

Goal and target audience

The doctoral course in Contemporary Topics in Entrepreneurship and Family Enterprise provides an overview of the broad research field of entrepreneurship and family enterprises, and gives insights into a selected number of contemporary topics. The seminar is targeted at doctoral students, who intend to strengthen their theoretical knowledge in topics related to entrepreneurship and family enterprises.

Application process

Since the seminar is very interactive in nature, it is limited to 15 participants. If you are interested in the seminar, send a short letter of motivation and CV until **February 24, 2024** to office.gcfe@wi.tum.de

Course procedures

The course is organized in ten sessions, nine of them reviewing around 3 milestone articles in the field, and the final one discussing participant's own research ideas and how they can be related to the various streams of contemporary research in entrepreneurship.

All readings are debated in class, and all students are expected to have carefully read and prepared comments on all articles before coming to class. The course days 2-4 will be held at TUM Campus Heilbronn. A first seminar will be conducted over zoom a week before the general course, and a final examination session (also over zoom) will be spent on students' presenting their course papers (research proposal) and discussing those with the lecturers and fellow course participants.

Student presentations

When presenting the paper you have been assigned, try to focus on an in-depth oral assessment of the article. What we desire is not a summary, but a scholarly appraisal of the items identified above, with special emphasis on the unique qualities that enhance or mitigate the contribution of the paper.

Class Discussions

Each day will be devoted to two or three topics as indicated in the outline. All students will be responsible for a common set of readings. When reading a paper, focus on scrutinizing:

A. The motivation

- a. Is the research question interesting?
- b. Is the research question important?
- c. Have the authors justified why the question has been inadequately addressed in prior literature?

B. The literature review

- a. Do they review the literature relevant to the research question?
- b. Do they draw helpful inferences from this literature review?

C. The theory

- a. Is it clear which theory or theories the authors draw from to develop their arguments/hypotheses?
- b. Are theories correctly characterized by the authors?
- c. In the theory or discussion section, do the authors consider alternative theories that might explain the phenomenon similarly?

D. The Data

- a. Is the context of the data appropriate for the research question?
- b. Does the data offer adequate control variables to control for alternative theories predicting the same phenomenon?
- c. Are the topics of focus/variables investigated measured in a reasonable way?
- d. Consistent with theory
- e. Follows precedent (construct validity)

E. The Methods

- a. Are the methods consistent with the theory?
- b. Do they control for potential biases?

F. The discussion

- a. Does it correctly reconcile the theory and evidence found in the paper?
- b. Does it place the paper in the context of the larger literature?
- c. Does it identify limitations and opportunities for future research?

The value of the course is in its discussion. You should be prepared to discuss each article, assess its contribution, understand its logic and have an opinion of its contribution to research in entrepreneurship and management more broadly.

Assessment

Grading for this seminar is based on 40% class contribution (active participation) and 60% on a written take-home exam. Because of the very nature of the seminar, students are expected to attend each class, and participate actively. The written taken home exam includes writing a research proposal, including following content: main research questions, research context, research design, and research methods for qualitative data collection and preliminary analysis and intended contributions (Times New Roman, Font 12 ppt, 5-7 pages excluding references, double-spaced). The proposal will be discussed in the last session. The doctoral student will receive in-depth feedback from the lecturers as well as other doctoral students.

Preliminary schedule

Day 1: Monday, March 11, 2024- over Zoom

SEMINAR 1 (13:00-15:30): Introduction to the course, , course instructions, processes, requirements, The Field of Entrepreneurship Research, Q&A, *over zoom*

Day 2: Monday, March 18, 2024 – onsite TUM Campus Heilbronn

SEMINAR 2 (08:30-10:30): Strategic Entrepreneurship

SEMINAR 3 (11:00-13:00): Societal Impact of Entrepreneurship

Day 3: Tuesday, March 19, 2024 – onsite TUM Campus Heilbronn

SEMINAR 4 (8:30-10:30). Entrepreneurial Teams, Scaling and Family Entrepreneurship

SEMINAR 5 (11:00-13:00): AI and Entrepreneurship

Day 4: Wednesday, March 20, 2024 – onsite TUM Campus Heilbronn

SEMINAR 6 (8:30-10:30): Women Entrepreneurship

SEMINAR 7 (11:00-13:00): Entrepreneurship during Crises

Day 4: Monday, April 22, 2024 (Zoom Meetings) (08:30-17:00) – over Zoom

SEMINAR 8: How to get papers published in Entrepreneurship?

SEMINAR 9: Presentations and discussion of research proposals

Core readings

Course book and articles

Articles in the course can be accessed from most universities. If you have problems, please ask your library for help.

For an overview/introductory book useful to learn about the field of entrepreneurship, we recommend Davidsson. P. 2004. Researching Entrepreneurship. Springer.

Reading Guidelines

The idea is to discuss milestone writings in important research streams in entrepreneurship.

All participants will read around 3 articles each session and arrive prepared to discuss the readings in class. Each reading will be assigned to one student, for lead presentation and debate. The lead student should prepare a short PowerPoint summary of the assigned reading, and present this to introduce the paper and suggest topics of discussion. The summary should discuss the following issues:

- What is the gap that the article addresses?
- What is its main theoretical contribution? What is the underlying theoretical logic? The core argument?
- For empirical papers, what type of data and methods are used in the paper? If you were to replicate the study or do a similar study, what alternative methods could be used to test the ideas presented?
- How does this article advance thinking in entrepreneurship in your opinion?
- On the basis of this article, what is entrepreneurship in your opinion?
- How has this article influenced the work of others? (To discuss this aspect, you might want to do a citation analysis in ISI Web of Knowledge. Access the database “Web of Knowledge” from your university library; Choose Web of Science; Choose Cited Reference Search; type in the article information; check out a few articles in the resulting list to see how they used the article in question).

Day 1: Monday, March 11, 2024

SEMINAR 1 (13:00-15:30, over zoom): The Field of Entrepreneurship Research

Aldrich, H. E. 2012. The emergence of entrepreneurship as an academic field: A personal essay on institutional entrepreneurship. *Research Policy*, 41(7), 1240-1248.

Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217-226.

Day 2: Monday, March 18, 2024

SEMINAR 2 (08:30-10:30): Strategic Entrepreneurship

Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586.

Ott, T. E. & Eisenhardt, K. M. (2020). Decision weaving: Forming novel, complex strategy in entrepreneurial settings. *Strategic Management Journal* 41(12), 2275-2314.

Zellweger, T. & Zenger, T (2023). Entrepreneurs as scientists: A pragmatist approach to producing value out of uncertainty. *Academy of Management Review* 48 (3), 379-408.

SEMINAR 3 (11:00-13:00): Societal Impact of Entrepreneurship

Baumol, W. J. 1990. Entrepreneurship: Productive, unproductive, and destructive. *Journal of Political Economy*, 98, 893-921.

Chatterjee, A., Ghosh, A., & Leca, B. (2023). Double weaving: A bottom-up process of connecting locations and scales to mitigate grand challenges. *Academy of Management Journal*, 66(3), 797-828.

Vedula, S., Dobliger, C. Pacheco, D. York, J.G. Bacq, S.. Russo, M.V. & .Dean, T.J. (2022). Entrepreneurship for the Public Good: A Review, Critique, and Path Forward for Social and Environmental Entrepreneurship Research. *Academy of Management Annals*, 16, 391–425.

Day 3: Tuesday, March 19, 2024

SEMINAR 4 (8:30-10:30). Entrepreneurial Teams, Scaling and Family Entrepreneurship

Bird, M., & Zellweger, T. (2018). Relational embeddedness and firm growth: Comparing spousal and sibling entrepreneurs. *Organization Science*, 29(2), 264-283.

Genedy, M., Hellerstedt, K., Naldi, L., & Wiklund, J. (2024). Growing pains in scale-ups: How scaling affects new venture employee burnout and job satisfaction. *Journal of Business Venturing*, 39(2), 106367.

Kang, J. K., & Kim, J. (2020). Do family firms invest more than nonfamily firms in employee-friendly policies?. *Management science*, 66(3), 1300-1324.

SEMINAR 5 (11:00-13:00): AI and Entrepreneurship

von Krogh, G. Roberson, Q. & Gruber, M. (2023). Recognizing and Utilizing Novel Research Opportunities with Artificial Intelligence. *Academy of Management Journal*.

Shepherd, D. A., & Majchrzak, A. (2022). Machines augmenting entrepreneurs: Opportunities (and threats) at the Nexus of artificial intelligence and entrepreneurship. *Journal of Business Venturing*, 37(4): 106227.

Lévesque, M., Obschonka, M., & Nambisan, S. (2022). Pursuing impactful entrepreneurship research using artificial intelligence, *Entrepreneurship Theory and Practice*, 46(4): 803-832.

Day 4: Wednesday, March 20, 2024

SEMINAR 6 (8:30-10:30): Women Entrepreneurship

Engel, Y., Lewis, T., Cardon, M. S. & Hentschel, T. (2023). Signaling Diversity Debt: Startup Gender Composition and the Gender Gap in Joiners' Interest. *Academy of Management Journal* 66 (5)

Liao, Z., Zhang, J. H., Wang, N., Bottom, W. P., Deichmann, D., & Man Tang, P. (2023). The gendered liability of venture novelty. *Academy of Management Journal*, (in press).

Venkatesh, V., Shaw, J. D., Sykes, T. A., Wamba, S. F., & Macharia, M. (2017). Networks, Technology, and Entrepreneurship: A Field Quasi-experiment among Women in Rural India. *Academy of Management Journal*, 60(5): 1709-1740.

SEMINAR 7 (11:00-13:00): Entrepreneurship during Crises

Doern, R., Williams, N., & Vorley, T. (2019). Special issue on entrepreneurship and crises: business as usual? An introduction and review of the literature. *Entrepreneurship & Regional Development*, 31(5-6): 400-412.

Birhanu, A. G., Getachew, Y. S., & Lashitew, A. A. (2022). Gender Differences in Enterprise Performance During the COVID-19 Crisis: Do Public Policy Responses Matter? *Entrepreneurship Theory and Practice*, 46(5): 1374-1401.

Gruber, M., Dencker, J.C. & Nikiforou, A. (forthcoming). How Founder Human Capital and Founding Conditions Shape New Firm Performance: A Study of Necessity Entrepreneurship during Times of Economic Crisis. *Academy of Management Journal*.

Day 5: Monday, April 22, 2024

SEMINAR 8 & 9 (8:30-17:00, over Zoom): Final Seminar

SEMINAR 8: How to get papers published in Entrepreneurship?

SEMINAR 9: Presentations and discussion of research proposals