Assessing Entrepreneurial Identity

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Agenda

1. Overview
2. Definitions
3. Prior Work & Research Methods
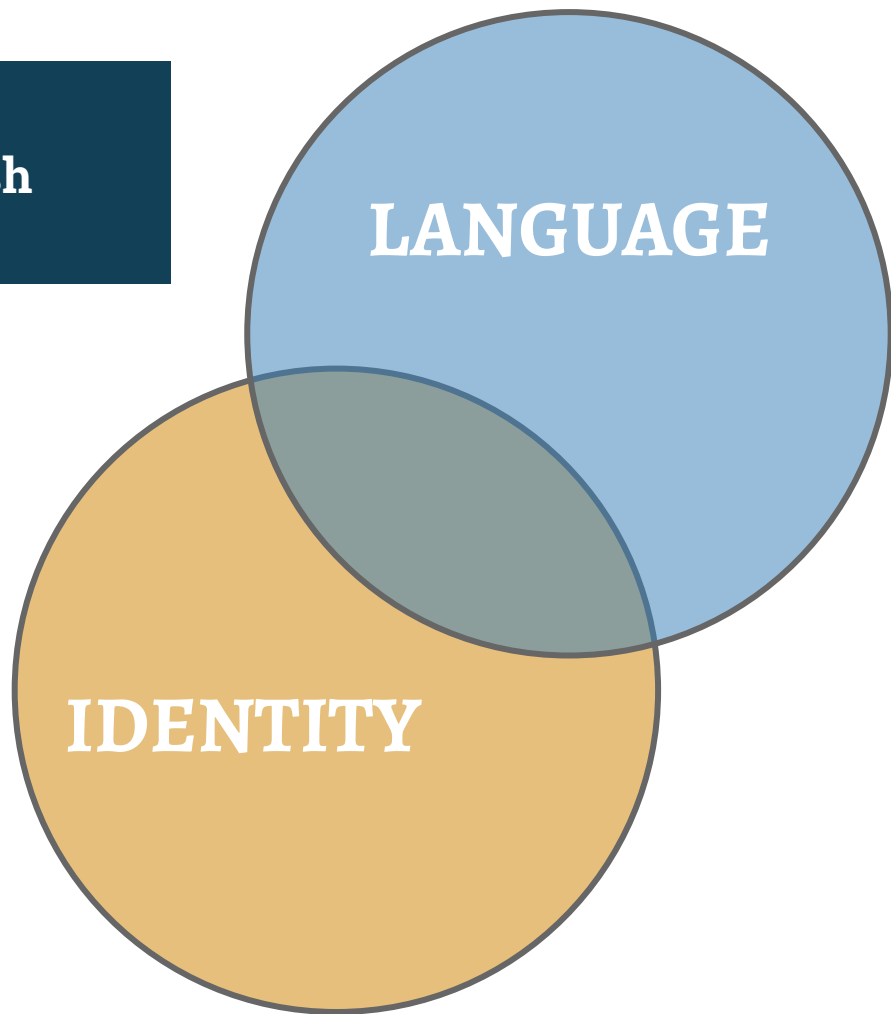4. Contribution
5. Key Points

1

Overview

IDENTITY

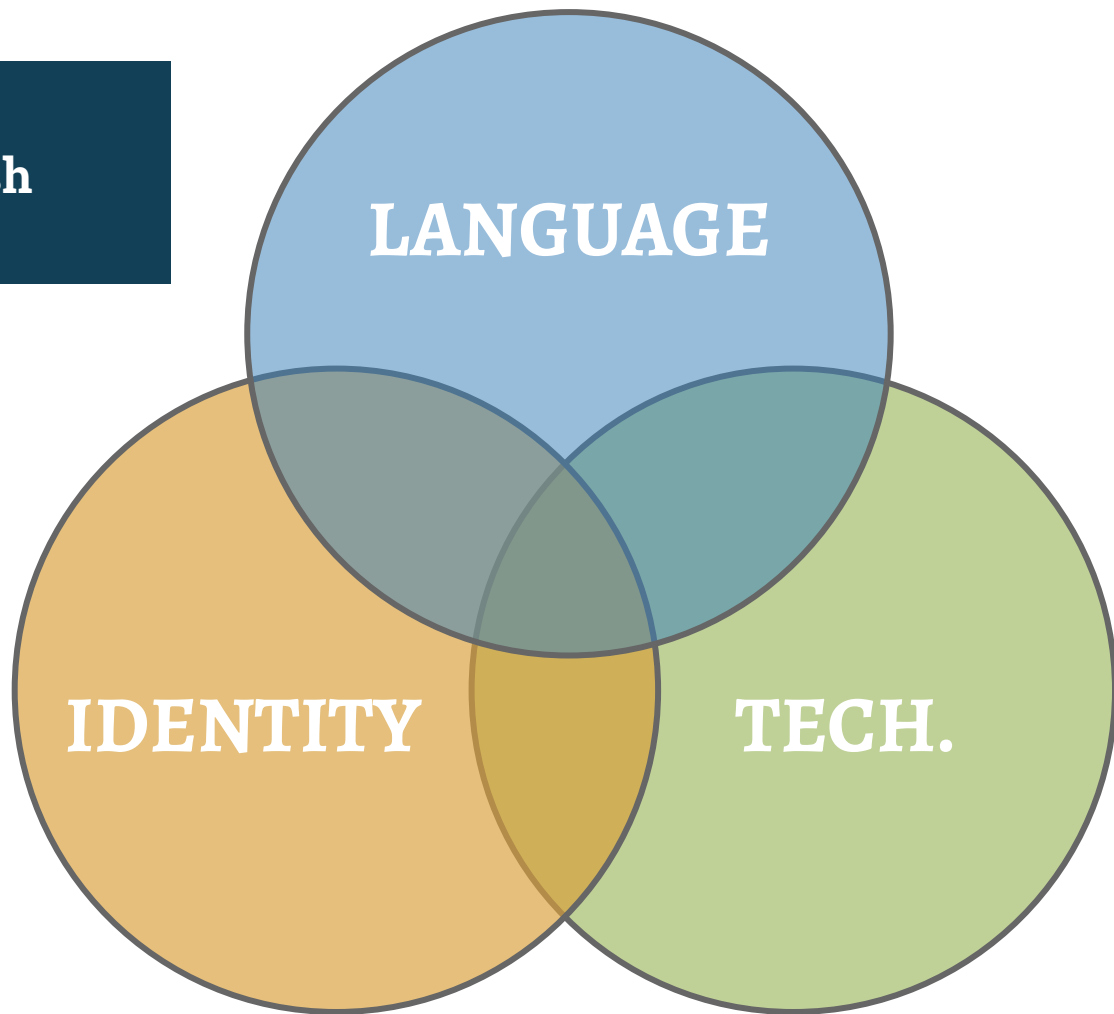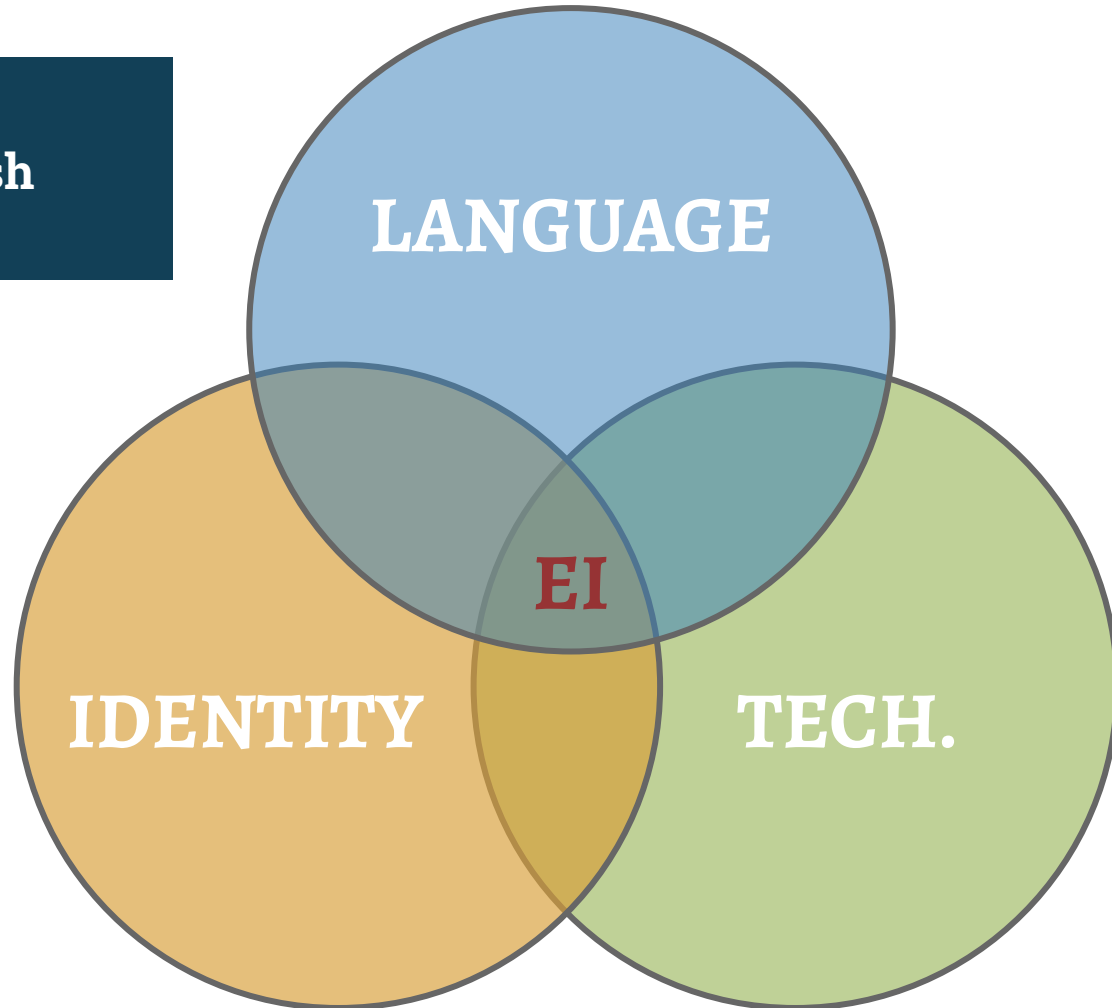# Research Interests Mesh

Entrepreneurial identity includes people who are working not necessarily only for themselves, but also within companies, and non-industry related organizations.

The Venn diagram with LANGUAGE, IDENTITY, TECH., and EI is a visual/figure element.

LANGUAGE

IDENTITY

TECH.

EI

Page number 7 at bottom left.

2

Definitions

"Some will say identity is a state of being; others will say it is a state of becoming […] some say it is how you perform; and others say it is what you own and consume [… but] the point here is that *identity exists by how it is defined*."

(Saldaña , 2016, p. 71-72)

ENTREPRENEUR (N.)

OED

Oxford English Dictionary

The definitive record of the English language
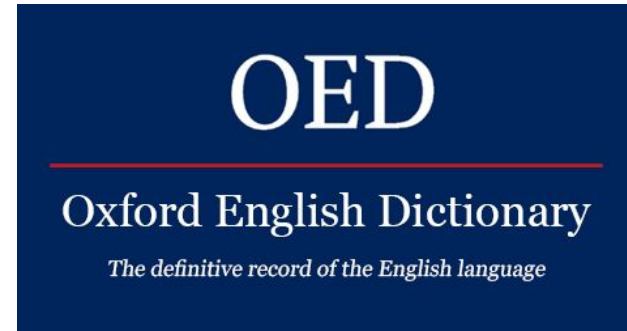
"activity, behaviour, or attitudes characteristic of an entrepreneur — a person who owns and manages a business, bearing the financial risks of the enterprise"

ENTREPRENEURSHIP (ADJ.)

OED
Oxford English Dictionary
The definitive record of the English language
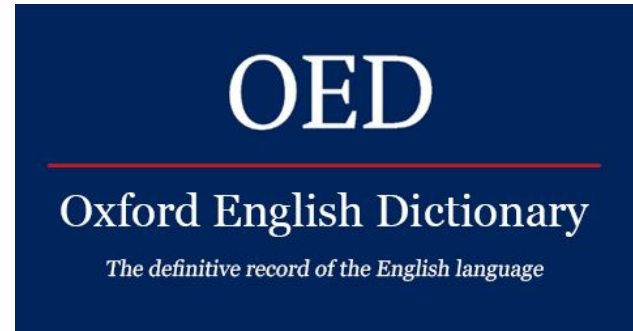
"of, relating to, or characteristic of an entrepreneur"

"I'm _not_ an entrepreneur. I'd agree that I'm entrepreneurial... but don't confuse the two."

(E. Carlson , Personal Communication, Nov. 19, 2018)

Noun vs. Adjective - There's a difference!

* Innovation
* Leadership
* Production of Capital

Specification of these terms has a notable rhetorical impact on how they are understood.

Identity

Entrepreneur (Noun)

= *contained* signification

Entrepreneurial (Adjective)

= *flexible* signification

3
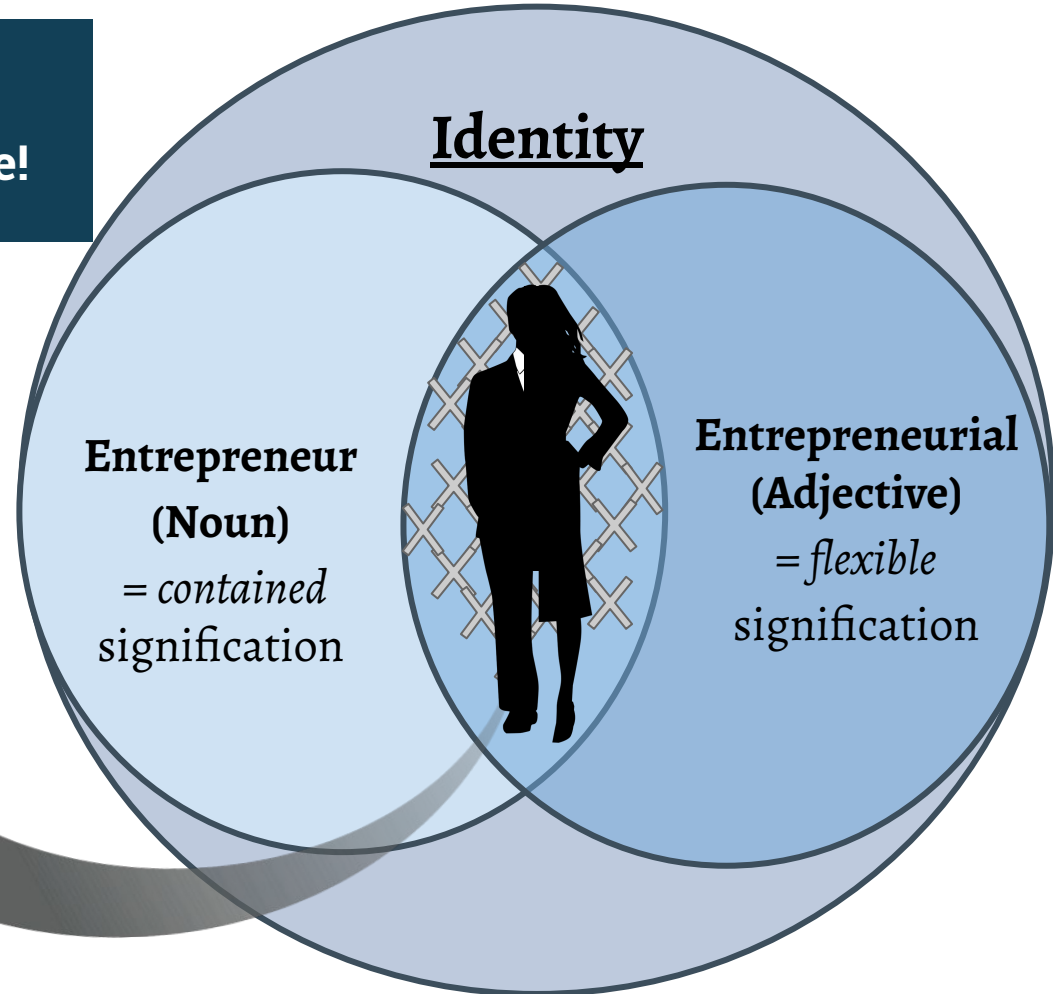
Prior Work & Research Methods

PRIOR WORK & RESEARCH METHODS

- **Site Studies**
- **Interviews**
- **Gathering of Secondary Data Sources**
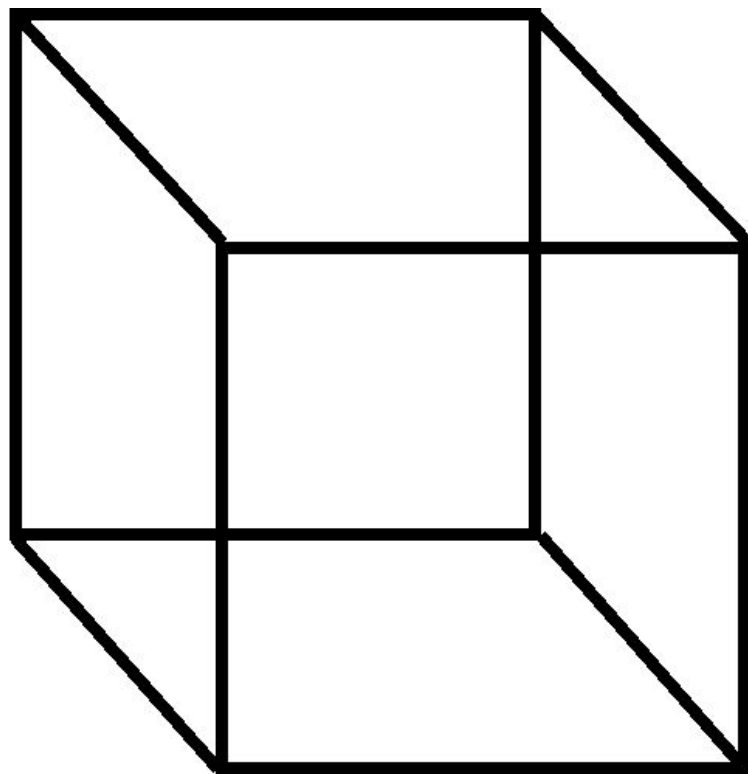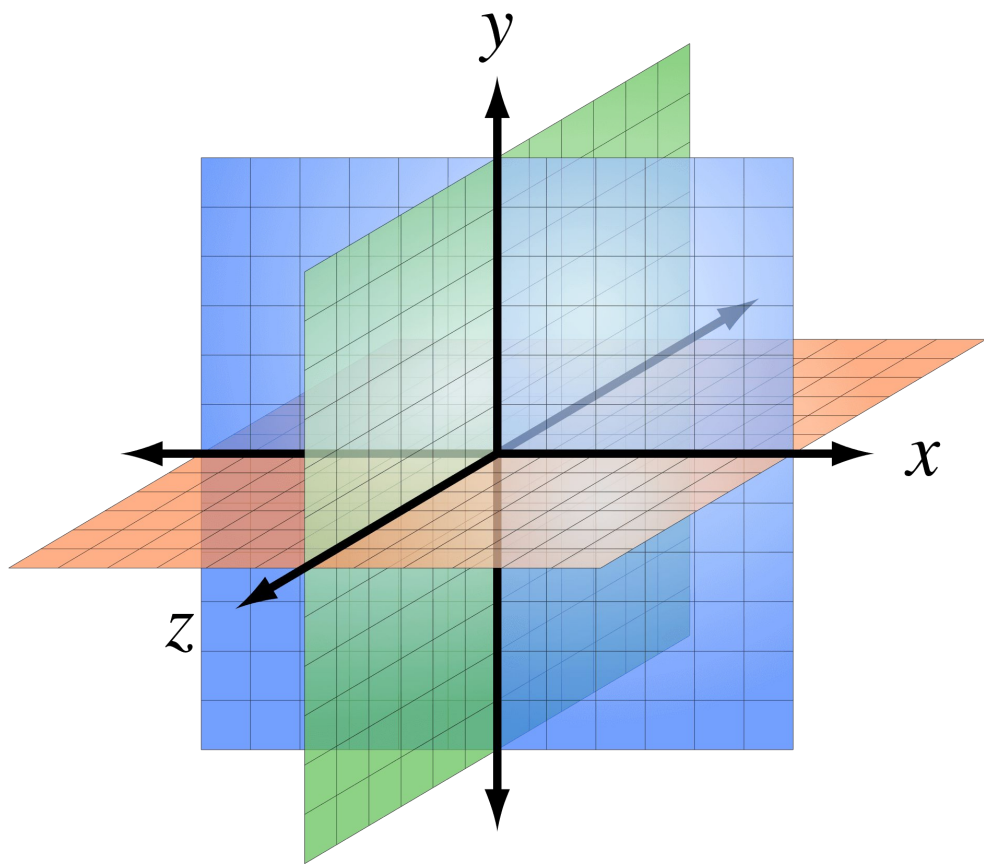- **Transcription**
- **Coding**
- **Memo Writing**

"In order to be successful in today's world –- no matter what your profession is -– you've got to demonstrate your ability to innovate, be creative, have a solid drive/work ethic, network well, be adaptable, and have technological expertise."

(K. Darling, Personal Communication, Dec. 1, 2018)

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Contribution

Heuristic Serves Two Functions

A.

Provides a multidisciplinary approach for helping us better understand the different components of entrepreneurial identity
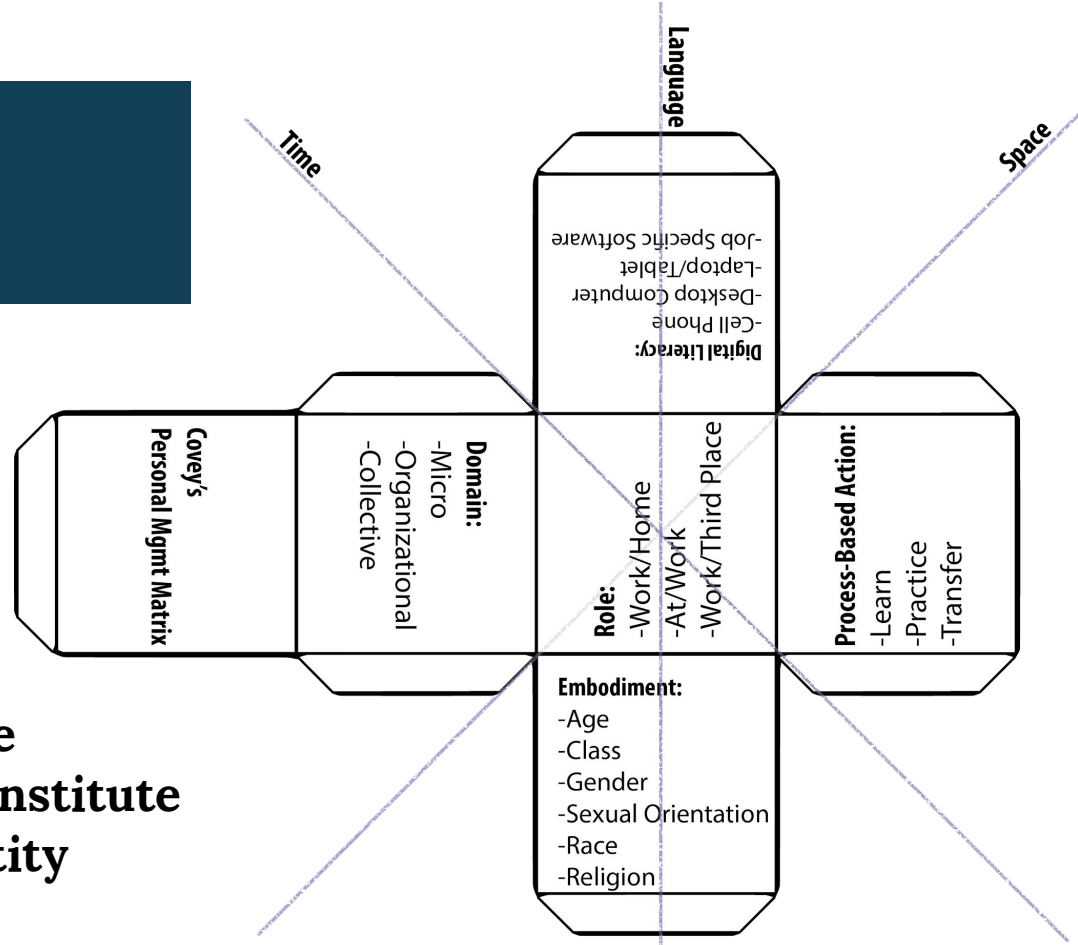
B.

Gives people who possess an entrepreneurial identity a vocabulary for marketing themselves and their skill sets as they navigate spaces in-between roles and amidst their communities

Flattened Cube

- **Each panel represents the different features that constitute the entrepreneurial identity profile.**

5

Key Points

A deeper dive into the case study data shows language, embodiment, and domain as the top 3 codes (i.e., cube panels) that emerged in the 5 *New York Times* articles selected for this study; these are explained in further detail in the coding schema below.

CODE	DESCRIPTION	FREQUENCY	EXAMPLE
LANGUAGE	Words used to describe, quote and/or paraphrase Elizabeth Holmes	71	Exaggerate; accuse; lie; carefully crafted pitch; elaborate fiction
EMBODIMENT	Tangible/visible form(s) & representation(s) and/or expression of identity (e.g., age, gender, race, class, etc.)	24	31 years old; striking presence; uniform of black turtlenecks; youngest female billionaire; Stanford dropout
DOMAIN	Cultural spheres of activity, which exist independently but also overlap at times, range across individual, organizational, and collective groups	40	Peer review; Food and Drug Administration; Securities and Exchange Commission; Walgreens
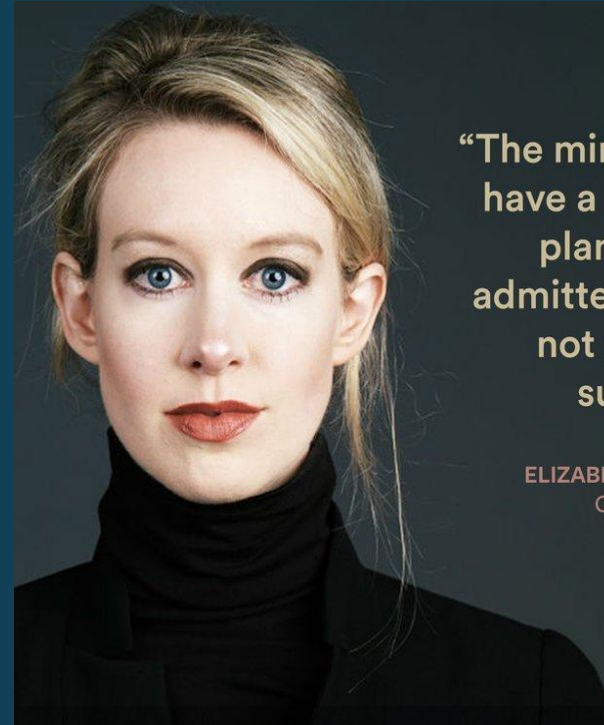
"The minute you have a back-up plan, you've admitted you're not going to succeed."

ELIZABETH HOLMES
CEO, Theranos

Findings

Top 3 Provisional Codes

Figure 2. Total # of codes identified on NYT articles
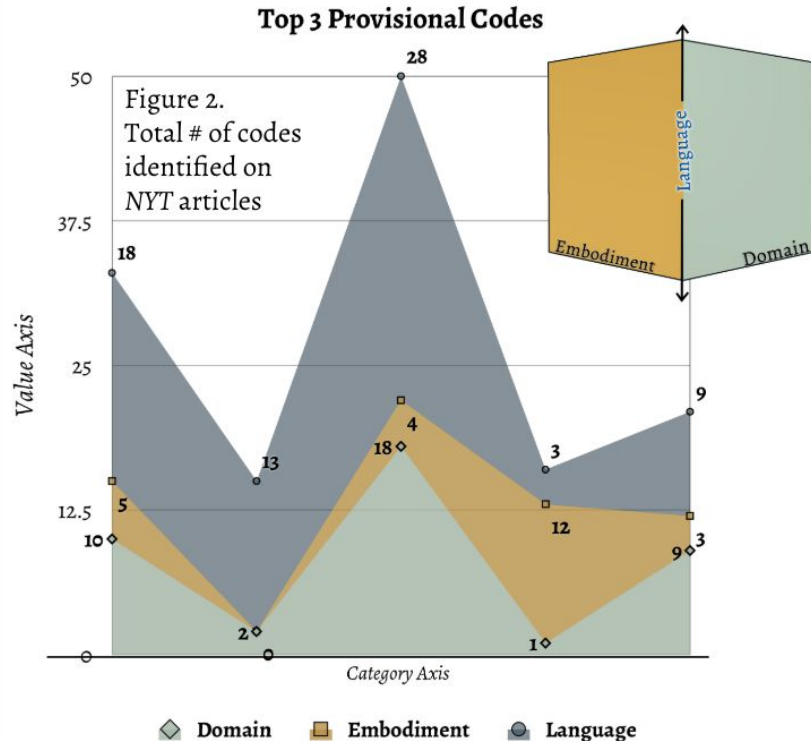
- ❏ The media's casting of entrepreneurial identity foregrounds a priority on language, embodiment, and domain.

- ❏ As a result, panels including Covey's matrix, digital literacy, role, and the process-based trajectory remain hidden; alternate forms of data collection are required to test the validity of these panels on the proposed heuristic.

- ❏ During the coding process, a new category emerged. It may be worthwhile to explore revision of the cube's panels to include a side dedicated to the product, service, and/or consumable capital produced by the participant under observation.

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Key Takeaways

Work

Students (Undergrads/Grads) in the Classroom

Entrepreneurial Identity

Entrepreneurship

Post Retirement
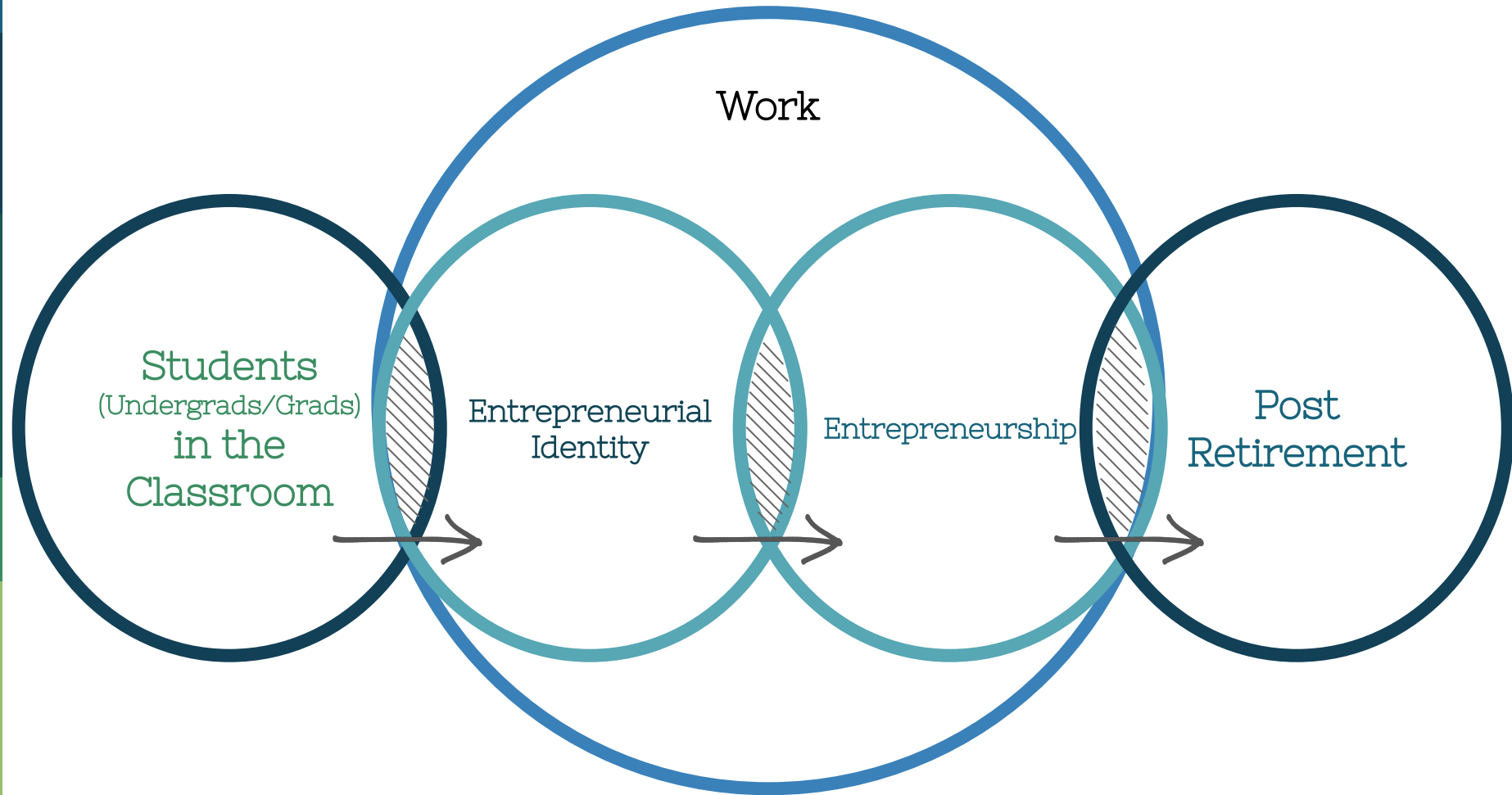
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THANKS!

Any questions?

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