Abstract:

A Racialized View of Entrepreneurship: A Review and Proposal for Future Research

Entrepreneurship research, as with most organizational research, almost always adopts a race-neutral lens in which racial inequality is understood as exogenous to organizational theories. This approach is problematic because entrepreneurship is an embedded process and cannot be understood independent of its contexts, and the contexts in which it unfolds are often marked by racial inequality despite absence of overt racial antipathy. We examine over 100 articles that address entrepreneurship and race, with a focus on underrepresented minorities in the United States – African, Hispanic, and Native Americans. From these articles, we not only derive why minority entrepreneurs continue to be disadvantaged despite widespread support for their entrepreneurship, but we also elevate themes of racial agency endemic to entrepreneurship from marginalized racial positions. We argue that entrepreneurship research needs to consider race; that is, scholars need to incorporate racialized structures into their theorizing. Doing so not only will highlight the structural underpinnings of racial disadvantage for URM entrepreneurs, but it also casts entrepreneurship as an essential mechanism for racial agency.

Abstract:

Entrepreneurial Entry and Venture Performance: The Role of Entrepreneurial Engagement and Self-Efficacy

Engaging in entrepreneurship has been generally viewed as a dichotomous decision. Individuals either act on their entrepreneurial intentions and jump fully into entrepreneurship or discard these intentions and stay in their occupations. However, most of the literature discounts that a
large number of entrepreneurs choose to enter entrepreneurship through a staged-mode. More specifically, a hybrid entry into entrepreneurship presents a viable option for individuals who maintain their paid job while simultaneously pursuing their ventures.

Furthermore, entrepreneurship studies investigating people's intentions to start a business often assume that these individuals are pushed into entrepreneurship to escape unemployment or are pulled by opportunities they identify in the market. The impact of such motives is often assumed to favor equally all entrepreneurs who pursue opportunities and less so for those driven by necessity. However, given the different characteristics and motives of hybrid entrepreneurs compared to their 'traditional' full-time counterparts, these relationships might warrant further investigation. To this end, this study addresses the role that opportunity and necessity-based motives have on the relationship between the type of entrepreneurship mode and the venture performance of hybrid and non-hybrid (i.e. full-time) entrepreneurs.

Given the lack of empirical testing of such a phenomenon the following research question is presented: To what extent do hybrid and full-time entrepreneurs' venture performance differ? In answering this main research question, these specific research questions are examined: Do push and pull factors affect both types of entrepreneurs similarly or differently? And if so, do hybrid, and full-time entrepreneurs pursue similar or different entrepreneurial engagements? What impact does entrepreneurial self-efficacy play in the choice of entrepreneurial engagement? To answer these questions, we plan on using data from the U.S. Study of Entrepreneurial Dynamics II (PSED II). This comprehensive dataset has a final sample of 1,214 nascent entrepreneurs. The dataset covers our main variables in this study. In this dataset, entrepreneurs were asked about their current job status (employed, unemployed, etc), their motivations behind starting their business and follow-up with performance measures.

This research has several implications. First, our study contributes to the fragmented hybrid entrepreneurship literature. Hybrid entrepreneurship is a growing yet less understood phenomenon in both developed and developing countries. Second, the impact of a hybrid entry mode into entrepreneurship on venture performance has not been studied. This is due to the fact that hybrid entrepreneurs are assumed to transition into full-time entrepreneurship. This is problematic because it limits our understanding of answering questions as to why some hybrid entrepreneurs remain persistent in the hybrid stage and never make the jump or intend to become full-time entrepreneurs. Third, from an opportunity -necessity perspective this study could shed light on the need to address each category of entrepreneurs separately. Lastly, policymakers could be better informed in making decisions related to the most effective ways to incentivize individuals differently to foster entrepreneurship, according to their occupations (i.e., hybrid, non-hybrid) and motives.

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Debby Osias is a PhD student in the Harbert College of Business at Auburn University in Auburn, Alabama. Her research interests include a broad focus on understanding the experiences of individuals in the workforce. She is currently examining how individuals navigate their entrepreneurial careers (e.g., gig workers, and traditional entrepreneurs). She takes a
micro-oriented approach to these topics by leveraging HR/OB phenomena.

Abstract:

**Hustle Hard: A Possible Selves Framework Linking the Entrepreneurial Identity Aspiration of Gig Workers to Entrepreneurial Hustle**

Many individuals with entrepreneurial aspirations have used the gig economy and paid 'gig work' as a launching pad to entrepreneurship (Barrios et al., 2020). Gig work can provide entrepreneurs with resources (like capital and network connections) needed to start a business as well as a safety net if the new venture fails. Approximately 70.4 million Americans are engaging in the gig economy (Statista, 2022), performing "externalized paid work organized around "gigs" on a term-limited basis without a formal appointment within a particular organization" (Caza et al., 2021, p. 2125). Their tasks may range from low-skilled, task-based work (e.g., ride-hailing and food delivery services) to knowledge-based work (e.g., graphic designing, consulting, and substitute teaching). Unlike traditional entrepreneurship, however, gig workers or side hustlers face unique opportunities (e.g., task autonomy and a sense of empowerment; Sessions et al., 2021) and threats (e.g., viability, organizational, identity, emotional, relational, and career-path uncertainty; Caza et al., 2021). Considering both sides of the coin, it is understandable why gig workers may engage in entrepreneurial discovery and exploitation behaviors in response to these conditions.

Fisher and colleagues (2020) introduced a multidimensional framework for entrepreneurial hustle, elucidating why some (traditional) entrepreneurs or leaders hustle in the face of uncertainty. Extant research, however, has given little attention to antecedents to hustle. In addition, scholars have rarely investigated how gig workers find ways to exploit entrepreneurial opportunities in urgent and unorthodox ways. To begin to address these gaps, we develop a conceptual model examining how entrepreneurial identity aspiration (EIA), derived from possible-selves theory (Markus & Nurius, 1986), may influence entrepreneurial hustle (EH). EIA, defined as a person's desire for a "possible but unrealized future entrepreneur self" (Farmer et al., 2011, p. 246), can motivate a person to initiate entrepreneurial behaviors (Siebert et al., 2021).

Most work on identity has focused on identity threats, but it's also important to focus on identity opportunities (Bataille & Vogue, 2022, p. 94). Building on Seibert et al. (2021), we propose threats and opportunities will moderate the effect of EIA on entrepreneurial hustle. Moreover, the significance of an individual's attributes, abilities, and actions depends on the context in which they occur (Markus & Nurius, 1986, p. 955). Thus, individuals with varying levels of EIA may view opportunities and threats associated with gig work differently. We focus on three questions: 1) How do gig workers transition from envisioning themselves as entrepreneurs to becoming entrepreneurs? 2) To what extent does opportunities and threats influence entrepreneurial behaviors? and 3) What are the individual level antecedents of entrepreneurial hustle? We argue that a gig workers' cognition (i.e., their "goals, aspirations, motives, fears, and threats") influences entrepreneurial hustle. More specifically, we explain how entrepreneurial identity aspiration, via its cognition and motivation consequences, can influence entrepreneurial behavior, and, in turn, impact various entrepreneurial exploitation elements, including hustle.

Based on our conceptual model, we propose the following: Proposition 1: Entrepreneurial identity aspiration is positively related to entrepreneurial discovery behavior; Proposition 2: Entrepreneurial discovery behavior mediates the positive relationship between entrepreneurial
identity aspiration and entrepreneurial hustle; Proposition 3: The indirect relationship of entrepreneurial identity aspiration on entrepreneurial hustle (via entrepreneurial discovery behavior) is weaker when gig work opportunities are high than when it is low; Proposition 4: The indirect relationship of entrepreneurial identity aspiration on entrepreneurial hustle (via entrepreneurial discovery behavior) is stronger when gig work threats are high than when they are low. Findings should help further develop the EIA construct and offer additional insights on the generalizability of the entrepreneurial hustle scale.

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Abstract:

Is Health Insurance a Barrier to Women's Entrepreneurship? Evidence from State Infertility Insurance Mandates in the United States

1 in 7 couples in the United States experience infertility problems. In this paper, I examine how increased demand for infertility insurance coverage affects women's entrepreneurship (defined as self-employment). I exploit a quasi-experiment of state mandates in the United States that require employer-sponsored health insurance plans to cover infertility treatments. Using a triple-difference strategy applied to data from the March Current Population Survey, I find that women of later childbearing age (30–45) are less likely to become self-employed following the mandates. The effects are driven by women lacking an alternative source of health insurance coverage through a spouse's employer. My results show suggestive evidence of entrepreneurship lock, implying that a tighter link between health insurance and wage-and-salary employment discourages entrepreneurship.