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Dipartimento
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Networking Seminars Series A.Y. 2023-2024 1st Term

November, 6th 2023, 13:00-14:00 pm (CEST)
Room B002, Via Marconi 5a, Dalmine (BG)
Online on Microsoft Teams ([Link](#))

Presenter

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TITLE – *Innovating between the entrepreneurship industry and the German Mittelstand: Consequences of entrepreneurial templates for internal corporate ventures*

ABSTRACT – For established organizations, internal corporate ventures are a feasible way to act entrepreneurially. To ensure an innovative behavior, the top-level management of the parent firm relies on entrepreneurial templates from the entrepreneurship industry when founding internal corporate ventures. We aim to understand how the adoption of these entrepreneurial templates shapes resource exchange dynamics between the parent firm, its ICV, and the parent firm's industry. The entrepreneurship industry promotes its entrepreneurial templates with good intention to foster innovation and entrepreneurial activities. However, the promoted templates come with downsides and the entrepreneurship industry's ambivalent effects are increasingly recognized. The entrepreneurship industry promotes an overly romanticized lifestyle of entrepreneurship and supports the replication of entrepreneurship culture leading to empty innovation. Previous studies have not explored the consequences of adopting these templates within the context of corporate venturing, nor have they delved into its impact on resource exchange dynamics which play an important role for the success of corporate venturing activities. This qualitative embedded single case study with 48 interviews (37,5 hours) is context specific and plays within the construction industry. It includes a comprehensive analysis of how these entrepreneurial templates influence resource exchange. Our analysis leverages strategic action fields and considers how the established norms, values, beliefs, and rules of the parent firm, its internal corporate venture, and the parent firm's industry impact resource exchange. The study reveals that entrepreneurial templates of the entrepreneurship industry travel to the German Mittelstand, which starts replicating these templates within their internal corporate ventures without questioning their effects. We highlight potential negative effects on the exchange of resources offering a nuanced perspective across the diverse organizational contexts..

METHOD – Embedded single case study, qualitative

JOURNEY OF THE PAPER – Work in progress. Received developmental feedback during two workshops: (1) JIBS "Development workshop on the entrepreneurship industry" and (2) a DFG network meeting on "entrepreneurship industry, hype, and cultural ideals". Target journal: Special issue on "The Emergence of an Entrepreneurship Industry: Dynamics and Consequences" in Small Business Economics.

For further information please refer to: wavelab@unibg.it