

## SELECTED READINGS

**Baron, Robert A.; and Michael D. Ensley.** (September 2006). Opportunity Recognition as the Detection of Meaningful Patterns: Evidence from Comparisons of Novice and Experienced Entrepreneurs. *Management Science*, vol. 52, no. 9, pp. 1331–44.

*The ability to discern a business opportunity is a popular research theme in entrepreneurship literature. The contemporary school of thought indicates the practiced entrepreneur is generally more perspicacious than the greenhorn. The authors of this article—who are professors at the Lally School of Management and Technology at Rensselaer Polytechnic Institute in Troy, New York—examine the topic from a more scientific angle. Based on e-mails and phone conversations with entrepreneurs with varying experience levels, the study was designed to uncover cognitive blueprints behind both sets of entrepreneurs’ opportunity identification processes. The authors’ methods are impeccable, and the resultant article presents their valiant efforts to eliminate analytical bias and preserve the integrity of the data collected.*

**DeTienne, Dawn R.; and Gaylen N. Chandler.** (May 2007). The Role of Gender in Opportunity Identification. *Entrepreneurship: Theory & Practice*, vol. 31, no. 3, pp. 365–86.

*This scholarly paper includes research investigating a correlation between an entrepreneur’s gender and his or her proclivity for spotting an opportunity. The authors’ research methods include two sample groups: college seniors studying technology and 189 entrepreneurs working in the technology field. According to the study’s findings neither gender proved more adept at perceiving business opportunities; similarly, the opportunities discovered by each gender group were no more or less gainful. However, the article does include observations about the two gender groups’ distinct capabilities for opportunity identification.*

**Riddle, Liesl.** (Fall 2008). Diasporas: Exploring Their Development Potential. *Economic Self-Reliance (ESR) Review*, vol. 10, no. 2, pp. 28–35. Brigham Young University: [http://findarticles.com/p/articles/mi\\_qa5457/is\\_200810/ai\\_n3117124](http://findarticles.com/p/articles/mi_qa5457/is_200810/ai_n3117124).

*In 2006 the author of this article cofounded the George Washington University Diaspora Capital Investment Project. This article describes globalization’s phenomenon of the diaspora: expatriates, persons living away from their native lands. Capital generated by these “diasporans” is of particular interest to economists and financiers. Typically, the members of these diasporas send a large portion of their earnings to their home countries. Rather than bemoaning this capital flight, the author of this article presents diasporans’ investment activity as a boon for all entrepreneurs.*

**Schaper, Michael.** (July 2005). Being a Green Entrepreneur: Does It Make Business Sense? *Business Source Complete*, vol. 13, no. 3, pp. 5–7.

*Dr. Michael Schaper, an adjunct professor at Australia’s Curtin University of Technology, has published an article for university students about the benefits of green business. Dr. Schaper maintains that young entrepreneurs need not take a vow of poverty when electing the socially responsible route when choosing a career. The green initiative actually presents many profitable business opportunities. Dr. Schaper’s article furnishes examples of entrepreneurs who have committed to environmentally friendly practices, and provides a road map for those considering the journey.*

**Ucbasaran, Deniz; Paul Westhead; and Mike Wright.** (March 2009). The Extent and Nature of Opportunity Identification by Experienced Entrepreneurs. *Journal of Business Venturing*, vol. 24, no. 2, p. 99.

*A seasoned entrepreneur is better able to recognize a business opportunity than the immature entrepreneur: the authors of this article observed 630 entrepreneurs to test this hypothesis. Entrepreneurs with some business ownership under their belts demonstrated a heightened sensitivity to unexploited areas of commerce. According*

to the study's results, a veteran entrepreneur is not only better able to envisage possibilities for profit, but he also tends to be a more accurate handicapper of an option's viability. The authors—in their research—analyze the possible relationship between the quality and quantity of an entrepreneur's past performance; apparently the number of failed businesses in an entrepreneur's portfolio, proportional to the number of businesses owned, did affect the prolificacy of opportunities detected.

**Watkins-Mathys, Lorraine; and M. John Foster.** (May 2006). Entrepreneurship: The Missing Ingredient in China's STIPs? *Entrepreneurship and Regional Development*, vol. 18, no. 3, pp. 249–74.

*This article uses China's Science Technology Industry Parks (STIPs) as its focus. In its continual drive for sovereignty, the Chinese government has championed technological advancement for its citizens. These industry parks are intended to corral the country's research and development talent and resources and encourage this industry to grow and flourish. The Chinese government supports companies in these high-tech zones with financial incentives such as tax breaks and large salaries. The authors of the article developed their research approach by questioning whether these parks help or hinder innovation in technology. Especially interesting is the authors' consideration of Chinese technology companies located outside of the parks: despite enjoying less capital than government-supported companies, the non-STIP companies were far more enthusiastic about pursuing entrepreneurial activities than their STIP counterparts.*

**Williams, Colin C.; and John Round.** (2009). Evaluating Informal Entrepreneurs' Motives: Evidence from Moscow. *International Journal of Entrepreneurial Behaviour & Research*, vol. 15, no. 1, pp. 94–107.

*This research paper is the collaborative effort of two British college professors at two different universities in two different U.K. cities: the first author teaches public policy, and the second, human geography. The authors' respective scholarly interests—entrepreneurship, small businesses, and socioeconomic transformation in the countries of Eastern and Central Europe—support the framework of this methodology. Based on a 2005–2006 survey conducted in Moscow, Russia, more than a quarter of the respondents were identified as entrepreneurs. In developing countries whose infrastructures are in the embryonic stages, a large part of a nation's labor force and GDP frequently passes under the nose of government, untaxed and unregulated. The authors study the impetus for entrepreneurs operating in such informal economies: Do these entrepreneurs choose self-employment out of need or because they smell opportunity?*

**Woodward, David.** (November 2007). A Place in the Sun. *Director*. vol. 61, no. 4, pp. 52–57.

*This article profiles five young British technology entrepreneurs who decided to leave England and move to the United States to pursue their careers in technology. Their hometown of London, however, is starting to invest handsomely in its fledgling Internet start-ups. Why, then, would these bright, up-and-coming self-starters not want to remain on their side of the pond and ride the crest of London's tech wave? The author interviews the young men about their respective career paths, and, in the process, reveals the draw and unique advantages of California's Silicon Valley.*