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创业企业即兴行为研究现状探析与未来展望

叶竹馨, 买忆媛, 王乐英

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摘要: 利用手边当时可得资源即时地构建和执行应对策略的即兴行为是创业企业应对环境不确定性、克服资源短缺困境的常见选择。尽管过去十五年来创业企业即兴行为(entrepreneurial improvisation, EI)的研究获得了蓬勃发展,但研究成果相对碎片化,散乱且未经系统梳理的研究阻碍了其发展成为一个有前途的研究领域。本文从创业即兴概念内涵、前置变量(触发因素和发生条件)以及结果变量等方面出发,对现有创业企业即兴行为研究进行分析和总结,并在此基础上进一步细化研究的概念框架,从创业即兴的特征与分类、内部组织因素和外部环境因素对创业即兴的影响、创业即兴对企业持续性创新的影响等方面提炼了值得未来研究密切关注的前沿主题。借此赋予创业即兴这一概念以研究的合理性和前景性,帮助引导创业者/创业团队思考即兴行为的重要性,以进一步推进其在创业实践及研究过程中的发展。

关键词: 创业企业;即兴行为;环境不确定性;手边资源;快速反应

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一、引言

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Levallet Chan 2013

Perry 2012

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Baker 2003 “ ” design-precede-execution DPE
DPE
Hmieleski Corbett 2006

DPE
“ ”
McKnight Bontis 2002

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Baker 2003

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二、创业即兴研究视角概述

Hmieleski Ensley 2004

Jackson Philip 2010
2012

20 90
Weick 1993 Moorman Miner 1998b

Hmieleski Corbett 2006

Bingham Eisenhardt 2011

2014

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2003

Baker

三、创业即兴研究的主要研究议题

Academy of Management
Journal Academy of Management Review Organization Science Strategic Management Journal
Administrative Science Quarterly Journal of Management Studies Journal of Management
Organization Science Research Policy

Journal of Business Venturing Entrepreneurship Theory and Practice Strategic
Entrepreneurship Journal Journal of Small Business Management

EBSCO JSTOR ScienceDirect

Frontiers of Entrepreneurship Research
Entrepreneurship & Regional Development International Business Management Small Enterprise
Research

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Hmieleski Corbett 2006 2008 Hmieleski 2013

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 1 Moorman
 Miner 1998 “ ” 9 Miner
 2001 “ ” 6
 McKnight Bontis 2002 “ ” 2 Vera
 Crossan 2004 “ ” 2

表 1 创业即兴研究主要采用定义总结

	Moorman Miner 1998a	Baker Aldrich 2000 Hmieleski Corbett 2003 Baker 2003 Gong 2005 De Haan Cohen 2007 Evers O’Gorman 2011 Lin Nabergoj 2014 Best Gooderham 2015
	Miner 2001	Zahra 2006 Duxbury 2014 Baker 2007 Hmieleski Corbett 2006 2008 Hmieleski 2009 Hmieleski 2013
	McKnight Bontis 2002	Bakar 2015a b
	Vera Crossan 2004	McMullan Kenworthy 2015 Arshad 2015

Miner 2001 —“ ” “ ”

upper echelons perspective UEP

Hambrick Mason 1984

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Baker Aldrich 2000

bricolage resource seeking Baker Nelson 2005

“ ” “ ”

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Domenico 2010 8

Førde 2013 3

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bricolage Baker Nelson 2005

Bergh Lim 2008 Zheng 2011

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Miner 2001

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Vera

Crossan 2004 “ ”

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2.

Vera Crossan

Vera Crossan 2004

7 4 3

Hmieleski Corbett 2006

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Hmieleski 3

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Hmieleski Corbett 2006

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Best

Gooderham 2015

Arshad 2015

Baker Nelson 2005 Di Domenico 2010
Hmieleski Corbett 2003

Duxbury 2014

Zahra 2006

Pina E Cunha

1999

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“ ” “ ”
“ ” /

Arshad 2015

2014 3 Hmieleski Corbett 2003 Duxbury
Arshad 2015

Vera Crossan 2004 /

Corbett 2008 159 Hmieleski

Hmieleski 2009

Hmieleski 2013 207

2016 Bakar 2015a 2015b Mahmood Bakar
3

2006 Detienne 2001 Hmieleski Corbett
Hmieleski Corbett 2008

Moorman Miner 1998a 1998b

Eisenhardt Tabrizi 1995

Eisenhardt
Moorman

Tabrizi 1995
Miner 1998a
Akgün 2007

Vera Crossan 2004
Brown Eisenhardt 1997

四、整合框架构建与未来研究展望

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1.

Peng 2003
rule-based

relationship-based

rule-based EI

Brønn Brønn

2002

relationship-based EI

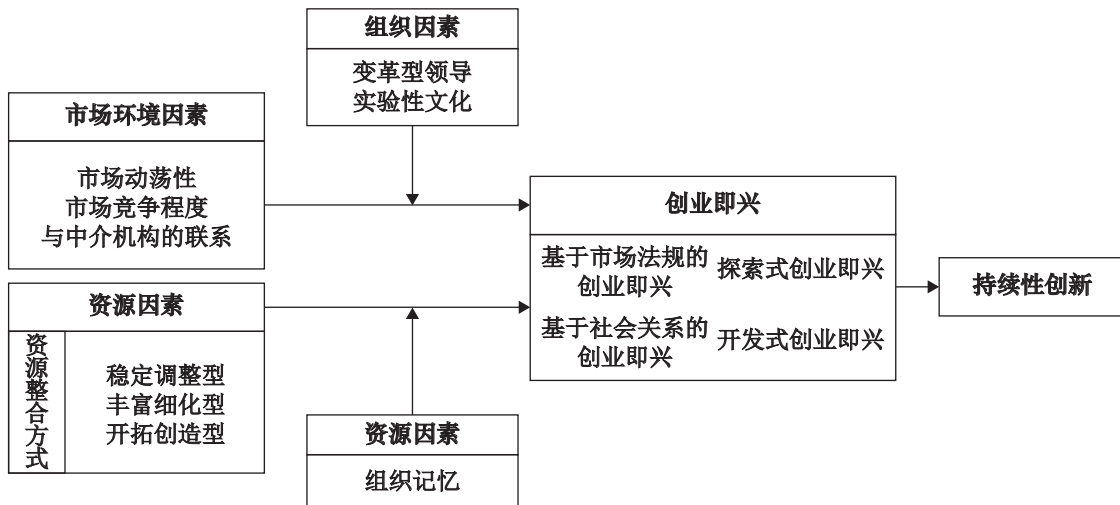


图 1 创业即兴研究的前沿课题与研究框架

2.

exploration

He Wong 2004

exploitation

March 1991

explorative EI

exploitative EI

1.

2011

“ ”

2.

Weick 1993

experimental culture

Pina E Cunha 1999

1.

2013

stabilizing

enriching

pioneering

2.

organizational memory

Moorman Miner 1998b

Cohen Bacdayan 1994

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五、总结

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Mintzberg

1990 /

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Entrepreneurial Improvisation: Past Research and Future Prospects

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Summary: The entrepreneurial process is filled with risk and uncertainty, and the window of opportunity may be closed in the twinkling of an eye. Moreover, new ventures lack the effective modes of thinking to instantly and flexibly respond to emergencies, and discover and utilize fleeting opportunities. Thus, developing effective decision thinking to rapidly respond to changing and unpredictable environments is critical to the survival and development of new ventures. In fact, environmental uncertainty, resource scarcity and cognitive limitations prevent entrepreneurs from implementing the original plans. It means that entrepreneurs must have the ability to instantly and efficiently adapt to a changing environment without their original plans. As a result, new ventures' improvisation becomes an efficient way to instantly and flexibly respond to uncertainty. Although entrepreneurial improvisation research has gained momentum in the past decade, the literature is diverse and fragmented, thereby hindering the development of entrepreneurial improvisation as a promising research area. In fact, the analysis of the relevant literature has shown that there are no generally accepted definition and relatively convincing findings of entrepreneurial improvisation. The purpose of this paper is to summarize the latest research progress and development trend, and clarify existing problems and possible future research directions of entrepreneurial improvisation. Specifically, based on the 27 EI articles, we summarize the definition, antecedents and outcomes of entrepreneurial improvisation, and present an integrative definition of entrepreneurial improvisation together with new proposal for subdividing and measuring entrepreneurial improvisation. This paper also identifies four research directions that are worthy of further investigation: 1 to explore the classification of entrepreneurial improvisation; 2 to examine the impact of market environment and organizational factors on entrepreneurial improvisation; 3 to explore the effect of entrepreneurial resources on entrepreneurial improvisation; 4 to investigate the influence of entrepreneurship improvisation on sustaining innovation. This paper is designed to make several contributions. Firstly, this paper extends the perspective of entrepreneurship research. As an important driving force of economic development, entrepreneurial activities need a theoretical system that can guide them to make decisions in the rapidly changing environment. New ventures' improvisation, namely spontaneously utilizing hand resources,

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