

MTEI SEMINARS

Dimo Dimov Shane
University of Bath

The road more travelled:
The entrepreneurial ecology of college textbooks and the Internet

Dimo Dimov, University of Bath
David Gras, Syracuse University

In this paper, we employ a community ecology perspective to understand how characteristics of local communities affect the intensity of entrepreneurial efforts in response to exogenous technological change. Our empirical focus is on the college textbook industry in the US and the advent of the internet, based on a dataset of 325 internet-based, textbook-oriented ventures founded between 1996 and 2009, organized by state (community). We find that the rate of founding of such ventures increases with the penetration of internet applications in other populations within the community, reflecting commensalistic effects. We also find that this relationship weakens with factors that affect the potential entrepreneurs' judgment in evaluating third-person opportunities in first-person terms, such as the rarity and inimitability of the opportunity. Our findings open up new avenues for bridging ecological and individuals' perspectives in entrepreneurship research.

When:
03 December 2012, 12h-13h30

Where:
EPFL, Odyssea 4.03, VIP room