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实验法在创业研究中的应用:文献综述与未来展望

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1. 200444 2. 200444
3. 200062 4. 510632

摘要: 实验法通过操纵、提取创业活动中复杂因素的关键因子,能够更加准确地探索变量间的因果关系,结合实地的研究可以较好地平衡内外部效度,因此日益受到创业学者的关注。目前,既有研究着重探讨如何规范运用实验法开展创业研究,而较少探讨如何将实验法和创业领域的研究问题进行有机结合,以更深入地剖析创业情境的独特性和创业活动的内在规律。为了弥补这一空白,本文对发表在14本国际权威管理和创业期刊的65篇创业实验研究文献进行梳理,从发表现状、研究主题、研究范式、实验操纵等方面进行总结。本文指出,创业领域中的实验研究侧重创业准备和机会识别等创业前期以及创业决策等微观层面上的有限领域,而对创业过程以及更广泛的行业和宏观层面考虑不足。未来研究应拓展研究情景和研究层次,将创业研究与神经科学等领域相结合,并进一步提高研究的规范性。本文增进了学者对创业实验研究的认识,为创业研究提供新的研究思路和方法,从而推动创业理论的进一步发展。

关键词: 创业; 实验研究; 文献综述; 创业流程; 研究范式

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一、引言

“ ” 1982 “
” “ ” Elliott 1934
Kraus 2016

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Shadish 2002

Golden 1992 Kraus 2016

2013

Shepherd Cardon 2009

Artinger Powell 2016

Shepherd DeTienne 2005

Podsakoff 2003

common method bias

confounding factors “ ”
2016

Kuechle

Williams 2019

Williams 2019

Ucbasaran 2013

2018 2018

Breugst Shepherd 2017

Atuahene-Gima Li 2004

Organizational Research Methods International Journal of Entrepreneurial Behavior & Research

2016 Kraus 2016

Journal of Business Venturing 2019

Hsu

” Applying Experimental Methods to Advance Entrepreneurship Research

Kraus 2016

2018

Hsu 2016 2018

① 2019 34 2
② 22 A “ ” “ ”
2014 2016

二、研究方法

“ ”

Shane

Venkataraman 2000 Zahra Dess 2001

lab experiment field

experiment natural experiment quasi-experiment

2006 Busenitz 2007 2011

Shepherd 2015 *Academy of Management Journal* *Academy of Management Review*
Administrative Science Quarterly *Strategic Management Journal* *Organization Science*
Management Science Journal of Management Journal of Management Studies
Entrepreneurship Theory and Practice Journal of Business Venturing Strategic
Entrepreneurship Journal International Small Business Journal Small Business Economics
*Journal of Small Business Management*6

“entrepreneur*”

“entrepreneurship”“entrepreneurial”“entrepreneur” “business owner*” “business owner s ”

“founder*” “founder s ” “self-employ*” “self-employment”“self-employed” “start-up”

“experiment*” “experiment”“experimental” “lab*” “lab”“laboratory”

65

三、文献概况和研究主题

2011 65 1993—2018 26 1 1

2007

2015-2018 52.31%

Organizational Research Methods 2010

Crook 2010 Short 2010 Short 2010

66.15% lab experiment 31 43 72.09%

“ ” 2018

Sørensen 2010

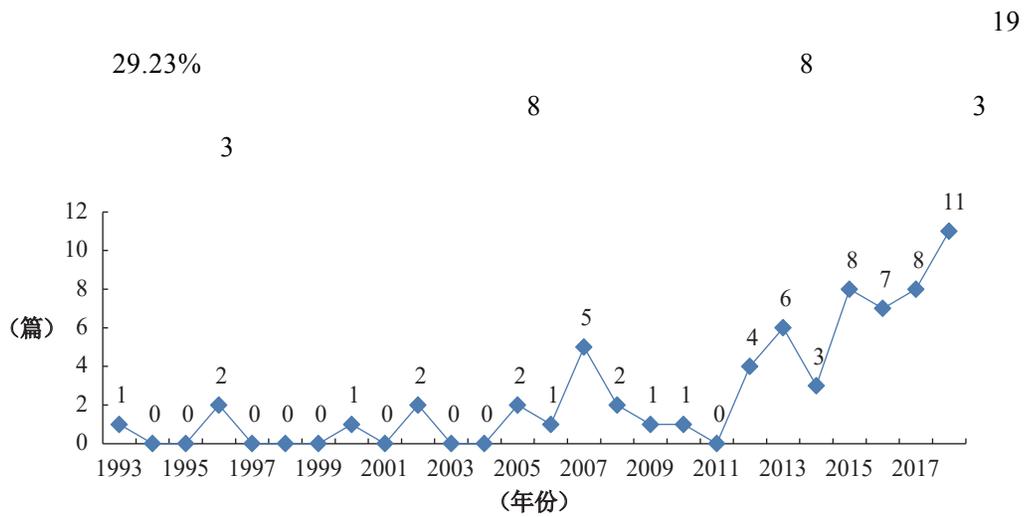


图 1 1993—2018年创业领域中实验研究的发表数量

65

2011 1

entrepreneurship opportunity / entrepreneurs/entrepreneurial teams
 decision-making / venture investment / entrepreneurial education and training
 entrepreneurial failure / gender difference / rural entrepreneurship

26.15% 23.08% 18.46% 16.92%

84.64%

Ardichvili 2003 2017

experimental treatment

van Balen 2019

Volery 2013

Hsu 2016

表 1 编码提炼过程

		/	17	26.15%
			15	23.08%
			12	18.46%
			11	16.92%
			4	6.15%
			2	3.08%
			2	3.08%
			2	3.08%
			65	100%

2006

2006

7

2

3

Artinger Powell 2016

Kibler 2017

Hsu 2017

1. /

/

2012

Koudstaal

2016

lab-in-the-field experiment

:

rock-paper-scissors RPS

“ ”

表 2 创业研究主题与创业流程对应关系统计表 (单位: 篇)

		5	1	0	0	0	0	0
/		4	2	0	0	0	0	0
		0	3	2	0	0	0	0
		11	1	0	0	0	0	0
		3	0	0	0	0	0	0
		10	2	0	0	0	0	0
		0	2	0	0	0	0	0
		0	2	0	0	0	0	0
		3	2	1	0	0	0	1
		3	0	0	0	0	0	0
		0	1	0	0	0	0	0
		2	0	0	0	0	0	0
		0	0	0	0	0	1	0
		0	0	0	0	0	1	0
		1	1	0	0	0	0	0
		42	17	3	0	0	2	1

Holger Patzelt

/

Brundin 2008
Nagy 2012

5
Jung 2015

5

2.

Shane Venkataraman 2000 Zahra Dess 2001

Dean A. Shepherd

AMJ JBV

vs

vs

Grégoire Shepherd 2012

Costa 2018

Arentz 2013

prior-knowledge

Tumasjan 2013

conjoint analysis temporal distance

desirability feasibility

3.

Gompers 1995

Will Drover

scenario vs vs

Drover 2017

Laura Huang

audio scripts vs

Kanze 2018

vs

prevention-focused promotion-focused

Kanze 2018

Chen 2009

in press

Clarke

4.

Holm 2013

Kuechle 2016

Moore 2007

inaction decisions Wood 2017

Burmeister-Lamp 2012 Lévesque Schade 2005 Matthew Wood

Wood 2017

vs

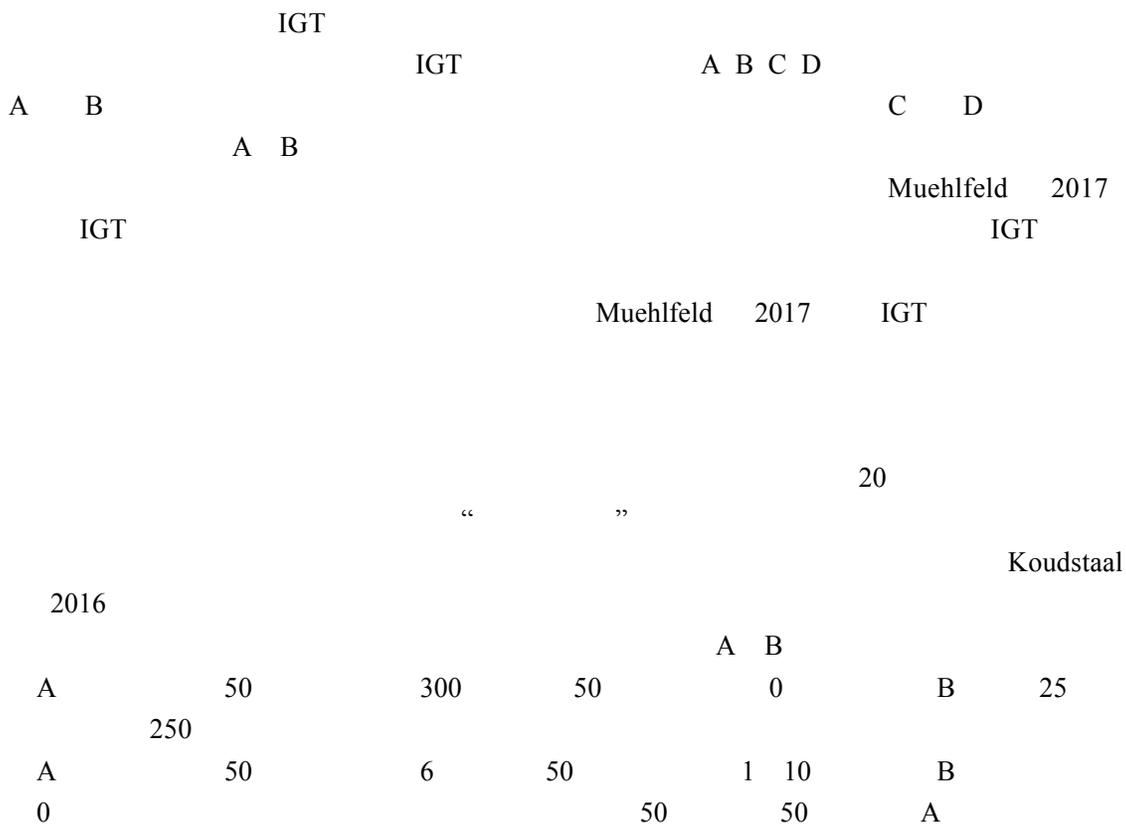
vs

Lévesque

Schade 2005

四、创业实验研究的研究范式

1.



0 B A 300
0 B 250 475
2. Koudstaal 2016

Forlani Mullins 2000 JBV
×2 / / 2

ROI

Williams 2019
Cain 2015

“ ”

2015 Cain

五、创业实验研究的实验操纵

2016 Geller 1978 Hsu
active participation passive participation
active role-playing passive role-playing 3

Greenberg Eskew 1993 self-concept
 Hsu 2016 Vandor Franke 2016

256

表 3 实验操纵类型

	impact		judgment	
real world	active participation		passive participation	
role play	active role-playing		passive role-playing	
Hsu 2016				

Hsu 2016 Gielnik 2015

136

60

30

van Balen 2019

203

Breugst Shepherd 2017

156

Journal of Business Venturing 2018
Entrepreneurship Theory and Practice “ ” entrepreneurship
and biology “ ” neuroscience and entrepreneurship

Gregor 2014 Minas 2014 Dimoka 2010

web-based technology

Hsu 2016 Gatewood 2002

big data

George 2014 George 2014

/

Hsu 2016

Hsu 2016

Gielnik 2017

2019 Hsu 2019 1 2 3
broad theory Hsu 2017 Frederiks

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The Application of Experimental Methods in Entrepreneurship Research: A Literature Review and Future Prospects

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Summary: Experimental methods can manipulate key factors of interest and tease out confounding factors in entrepreneurial activities, allowing researchers to better identify causal relationships. Combined with field research, they can help to balance the internal and external validity of causal relationships. Studies have focused on only a limited range of topics, such as the early stages of entrepreneurship and entrepreneurial decision-making at a micro level, with little attention been paid to the factors in the entrepreneurial process as well as the factors at an industrial or macro level. Moreover, previous reviews have mainly focused on the normative use of experimental methods in entrepreneurship research; few have discussed how to further integrate experimental methods into the research questions pertinent to entrepreneurship, let alone articulate how to use experimental methods to

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1 015 VC firms in China over 2000-2016, we find that the mobility of venture capitalists increases the likelihood of syndication between the losing and the receiving VC firms; the larger the geographic distance is, or the less the prior interactions between the two VC firms are, the stronger the positive effect of venture capitalists' job mobility on syndication is. We also employ Rare-event logit models, Heckman two-stage least squares estimations 2SLS , and Propensity Score Matching PSM approach to verify the robustness of the findings. The study contributes to the literature in two ways: First, it explores the individual- and interpersonal-level antecedents of syndication, which complements the prior research focusing on firm-level explanations, and more generally, enhances our understandings of the micro-foundation of alliance formation. Second, by investigating the contingent roles of geographic distance and prior interaction, it reveals the boundary conditions for venture capitalists to make effect on the formation of syndication, contributing to our knowledge of the interplay between individual- and firm-level factors on interfirm collaborations. Additionally, by leveraging China's VC industry as the research context, the study sheds light on the co-evolution of interpersonal and interfirm networks in the Chinese context.

Key words: venture capitalists; job mobility; syndication

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investigate the unique contexts and principles of entrepreneurship. To bridge this research gap, the study reviews 65 papers published in 14 authoritative journals in the disciplines of management and entrepreneurship. It identifies research trends, research topics, research paradigms, and experimental manipulations. Research topics include entrepreneurs/entrepreneurial teams, entrepreneurial opportunities, venture capital, entrepreneurial decision-making, entrepreneurial education and training, entrepreneurial failure, gender differences, and rural entrepreneurship. Two categories of the research paradigm are identified: entrepreneurship experiments which include scenario-based entrepreneurship experiments and the application of psychology and decision science experiments in entrepreneurship and studies that combine multiple methods. Experimental manipulations include active participation, passive participation, active role-playing, and passive role-playing. Finally, we propose future research directions from three perspectives. First, we suggest extending the research contexts and research levels of experimental studies in entrepreneurship. Specifically, future research may: 1 extend to specific entrepreneurship contexts, such as family entrepreneurship and social entrepreneurship; and focus on the whole process of entrepreneurship, including entrepreneurial activities in the growth, stabilization, decline, failure, and innovation stages; 2 apply experimental methods to advance indigenous entrepreneurship research; 3 extend the application of experimental methods in entrepreneurship research to team or firm level research. Second, future research may combine experimental methods with new technologies. Specifically, future research may: 1 combine experimental research with neuroscience and pay attention to the emerging field of neuro-entrepreneurship; 2 apply web-based technologies to entrepreneurship research. Third, future research may improve the normative use of experimental methods in entrepreneurship research by paying attention to: 1 research topics and the applicability of experimental manipulation; 2 subject selection.

Key words: entrepreneurship; experimental research; literature review; entrepreneurial process; research paradigm

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