2-8-2011

Business Innovation Group (BIG) News

Georgia Southern University

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/cob-big-news
Bill Norton Has New Article Accepted on Repeatedly Successful Entrepreneurs

February 8, 2011

Bill Norton (pictured) and co-authors James Fiet and Van Clouse (University of Louisville) have just had their paper on ‘Search and Discovery by Repeatedly Successful Entrepreneurs’ accepted for publication by the International Small Business Journal.

Abstract

We examine the use of a model of search by entrepreneurs. They have been told to stay alert for decades; now, new approaches are more open to effectuation and creation; however so far none of them provides known guidance on how to improve search effectiveness. We report on a phenomenological investigation of Fiet’s (2007) model of constrained, systematic search, which offers a prescriptive alternative. To test the latter’s effectiveness, we interview 10 subjects who started 47 ventures. We present evidence of its use by these repeatedly successful entrepreneurs. We find support for the model and discuss its limitations and contributions.

About Bill Norton