

P33 - Understanding Entrepreneurial Experimentation in Context: Contingencies, Processes, and Outcomes

13. TECHNOLOGY-BASED ENTREPRENEURSHIP

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Track summary: This track aims to address the gap in the existing literature on entrepreneurial experimentation by introducing different perspectives to examine entrepreneurial experimentation that considers experiments as part of a larger entrepreneurial ecosystem. We seek papers that address the following topics. First, the track seeks papers that aim to explore how different strategic choices support entrepreneurial experimentation. Such choices include but not limited to, organizational decision-making processes, management of internal and external key stakeholders, and the adoption of a scientific approach for opportunity creation. Second, the track expects that the submitted papers draw upon different theoretical lenses to enrich our understanding of experimentation. Finally, the track aims to attract papers that consider experimentation as “part of a larger system,” investigating different factors and processes that underpin a focal venture’s experimentation. Collectively, the papers to be presented in this track should highlight different pathways that entrepreneurs might undertake to better manage experimentation as a source of innovation, addressing and exploiting internal and external contingencies.