

---

## Editorial: Entrepreneurial venturing as the process of opportunity, growth and value creation

---

Terrence E. Brown\*

Scandinavian International Management Institute (SIMI),  
Olof Palmes Gade 8,  
2100 Copenhagen, Denmark  
E-mail: [tbrown@simi.dk](mailto:tbrown@simi.dk)  
\*Corresponding author

Sascha Kraus

University of Liechtenstein,  
Fürst-Franz-Josef-Strasse,  
LI-9490 Vaduz, Liechtenstein  
E-mail: [sascha.kraus@hochschule.li](mailto:sascha.kraus@hochschule.li)

**Biographical notes:** Terrence E. Brown is a Program Director at the Scandinavian International Management Institute (SIMI) located in Copenhagen, Denmark. He is the former Dean of the Stockholm School of Entrepreneurship and Founder/Chief Opportunist of growthstrategies, a growth agency located in Denmark and Sweden.

Sascha Kraus is Asst. Professor (Research) for Entrepreneurship at the University of Liechtenstein. Besides, he is Extraordinary Professor for Entrepreneurship at Utrecht University, The Netherlands, Associate Senior Researcher at the Vienna University of Economics & Business Administration, Austria and Associate Member at the Newcastle University's Centre for Knowledge, Innovation, Technology & Enterprise, UK. Before his current positions, he was an Evald and Hilda Nissi Foundation International Fellow at the University of Vaasa, Finland and Substitute Professor at the Salzburg University of Applied Sciences, Austria.

---

'Why another entrepreneurship journal?', the interested scholar might ask. The answer is simple: because it is different. In a very Schumpeterian sense, the *International Journal of Entrepreneurial Venturing (IJEV)* does not only limit itself to new venture creation or small business management, as many existing journals do, but moreover combines different existing models, ideas and approached to something new. The journal name relates to the Harvard Business School's understanding of 'the entrepreneurial venture' (Sahlmann et al., 2002), i.e., the concept of entrepreneurship not only being limited to new ventures and start-ups but being further understood as the concentration of opportunity, growth and value creation regardless of company size, age or kind. *IJEV* accordingly proposes and fosters discussion on the organisational processes surrounding the concepts of opportunity, growth and value creation. Because the exploitation of opportunities, the subsequent growth of organisations around these opportunities and the value created by both processes are so vital to the creation and redistribution of societal

wealth, the development and the dissemination of more systematic knowledge are required.

Whilst some preliminary and traditional efforts in this direction have been taken, *IJEV* is open to new, creative and innovative research approaches, designs and methods. In an attempt to bridge the gap between entrepreneurship research and practice, it emphasises the implications of this new knowledge for researchers, managers, public policy makers and business educators.

The objective of *IJEV* is to provide an international forum in the field of management with the particular focus on the key drivers of entrepreneurship, opportunity, growth and value creation by publishing quality research articles. It also aims to promote and to coordinate developments in these fields of management. As these areas have both industrial and societal implications, *IJEV* encourages the broadening and deepening of thought in these fields. Furthermore, *IJEV* has been established to be an effective channel of communication between researchers, managers and policy makers as well as others concerned with the complex and dynamic role of opportunity, growth and value creation in society. The international dimension is emphasised in acknowledgement of the growing globalisation of business and management and in order to overcome cultural and national barriers.

Topics of interest to *IJEV* readers include, but are not limited to:

- opportunity (identification, recognition, creation, selection and exploitation)
- growth (i.e., the management and control of – especially rapidly – growing enterprises)
- value creation (for owners, customers, other stakeholders and society), as well as
- entrepreneurship
- intrapreneurship
- new venture creation
- innovation (management)
- new product development
- SME management
- entrepreneurial and small enterprise finance
- family business
- public policy, the economy and the small enterprise
- business and organisational failure.

In addition, to encourage the scholarly pursuits of young academic researchers and to further ensure that the journal covers cutting edge research, *IJEV* will regularly feature research by up and coming, top international doctoral students as well as will it give – especially young (post doctoral) – scholars the opportunity to guest edit special issues on ‘their’ research topic in order to spread their contemporary research to the worldwide community.

It is also important to note that *IJEV* is founded and committed to the international/global aspects and implications of entrepreneurship and small business. To this end, *IJEV* will be particularly interested in those papers that have an international/global perspective and/or have international/global implications.

In accordance with the main interest topics of this journal, this inaugural issue concentrates on the concept of ‘opportunity’ as its major focus. Opportunity is regarded as one of the elementary and critical aspects of and usually the initial step in, entrepreneurship (Gaglio and Katz, 2001; Shane and Venkataraman, 2000). As Gartner and Shaver (2004) put it, ‘opportunities are ‘out there’, but they appear to be recognised and to be actualised because of an individual’s knowledge and effort’ (p.42). Opportunity recognition is accordingly the identification of ideas for new products, services, markets or means of production currently not being exploited (Shane, 2003; Gruber, 2004). Baron (2004) suggests newness, potential economic value and perceived desirability as the three central characteristics for opportunities, or ‘in other words, an opportunity implies something that has not existed or been available before, that can yield potential economic gains (i.e., profits) and whose exploitation or development would be consistent with legal and/or moral standards of the society in which it occurs’ (p.50).

The entrepreneur’s unique mindset, which can be a source of sustained competitive advantage in some environments, is widely regarded as the basis for opportunity recognition (Alvesson and Busenitz, 2001; Ucbasaran, 2004). Several scholars thus argue that entrepreneurs are the first to identify and pursue new business opportunities (Kirzner, 1973; Casson, 1982; Schumpeter, 1993 [1934]). The entrepreneur is accordingly sometimes defined as the person who discovers an opportunity and decides to pursue it.

According to Sarasvathy (2004), the key question in this topic area is ‘whether opportunities make entrepreneurs or whether entrepreneurs create opportunities’ (p.308). This is where this focus issue of *IJEV* sets on. Next to this editorial, it consists of six articles by 14 scholars from seven different countries, encompassing Austria, Australia, Germany, Liechtenstein, Malaysia, The Netherlands, and the USA, thereby being a truly international first journal issue! Moreover, a solid mixture of young scholars and renowned professors using very different research methods (state-of-the-art quantitative and qualitative empirics as well as solid theoretical research) were included in the issue through a rigorous double-blind review process (we would like to thank the members of our editorial board as well as the ad hoc reviewers herewith also). In sum, we believe to have put together a complete new combination of resources, thereby generating a truly innovative and novel journal, the *International Journal of Entrepreneurial Venturing (IJEV)*, which we hope to become a home for scholars of entrepreneurship research worldwide.

## References

- Alvesson, M. and Busenitz, L. (2001) ‘The entrepreneurship of resource-based theory’, *Journal of Management*, Vol. 27, No. 6, pp.755–776.
- Baron, R.A. (2004) ‘Opportunity recognition: insights from a cognitive perspective’, in J.E. Butler (Ed.): *Opportunity Identification and Entrepreneurial Behavior*, IAP, Greenwich, CT.
- Casson, M. (1982) *The Entrepreneur*, Barnes & Noble, Towota, NJ.
- Gaglio, C.M. and Katz, J.A. (2001) ‘The psychological basis of opportunity identification: entrepreneurial alertness’, *Journal of Small Business Economics*, Vol. 16, No. 2, pp.95–111.

- Gartner, W.B. and Shaver, K.G. (2004) 'Opportunities as attributions: the enterprise-serving bias', in J.E. Butler (Ed.): *Opportunity Identification and Entrepreneurial Behavior*, IAP, Greenwich, CT.
- Gruber, M. (2004) 'Marketing in new ventures: theory and empirical evidence', *Schmalenbach Business Review*, Vol. 56, No. 2, pp.164–199.
- Kirzner, I.M. (1973) *Competition and Entrepreneurship*, University of Chicago Press, Chicago, IL.
- Sahlmann, W.A., Stevenson, H.H., Roberts, M.J. and Bhidé, A. (2002) *The Entrepreneurial Venture*, 2nd ed., Harvard Business School Press, Cambridge, MA.
- Sarasvathy, S.D. (2004) 'Constructing corridors to economic primitives: entrepreneurial opportunities as demand-side artifacts', in J.E. Butler (Ed.): *Opportunity Identification and Entrepreneurial Behavior*, IAP, Greenwich, CT.
- Schumpeter, J.A. (1993 [1934]) *The Theory of Economic Development*, Transaction Publishers, New Brunswick, London.
- Shane, S. (2003) *A General Theory of Entrepreneurship. The Individual-Opportunity Nexus*, Edward Elgar, Cheltenham.
- Shane, S. and Venkataraman, S. (2000) 'The promise of entrepreneurship as a field of research', *Academy of Management Review*, Vol. 25, No. 1, pp.217–226.
- Ucbasaran, D. (2004) 'Opportunity identification behavior by different types of entrepreneurs', in J.E. Butler (Ed.): *Opportunity Identification and Entrepreneurial Behavior*, IAP, Greenwich, CT.