

# Strategizing About Entrepreneurship Research



SAINT LOUIS  
UNIVERSITY™

ENTREPRENEURSHIP  
PROGRAM

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# Outline

- Good news
- Bad news
- Really bad news
- Light on the horizon

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# Good news

- Quality levels increasing at the top
- Interesting data, esp. qualitatively
- GEM, PSED, ASE point to higher data standards
- An amazing number of journals, more coming <https://bit.ly/eweb-journals>
- In effect, every paper could get published

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# Bad news

- Increases in lower-quality publication hurts the field's overall reputation
- Other fields are encroaching on ENT
  - Strategy (e.g. Strategic Entrepreneurship Journal)
  - Org. Theory
  - Finance (e.g. Journal of Evolutionary Economics)

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# Really bad news

- Methodologically we may not be moving forward fast enough. (Short *et al.*; Shepherd)
- What is success?
  - Start-up (measured how)? (See GEM & PSED)
  - Milestone?
  - *Little Agreement, so hard to sell*

Short, J. C., Ketchen, D. J., Combs, J. G., & Ireland, R. D. (2010). Research methods in entrepreneurship Opportunities and challenges. *Organizational Research Methods*, 13(1), 6-15.

Shepherd, D. A. (2015). Party On! A call for entrepreneurship research that is more interactive, activity based, cognitively hot, compassionate, and prosocial. *Journal of Business Venturing*, 30(4), 489-507.

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# ...Continuing...

- Sampling: Outside of the big datasets, hard to find, hard to coax, older archival data doesn't generalize too today well.
  - Result: Small sample sizes still abound
- Measures: Few standards, low sophistication, low power

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# Light on the Horizon

- Pressures at top schools to publish in top j's.
  - *JBV* & *ETP* are not enough (but getting better)
  - Forces meeting the challenge of other disciplines

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# 2019 SSCI Impact Factors

Journal	2019 Impact (& Rank 152/224)	2016 (121 Journals)	Journal	2019 Impact (& Rank)	2016
ETP	10.750 (2)	4.916 (13)	JFBStrat	3.927 (44/57)	2.375
JOM	8.852 (4)	7.733 (2)	ISBJ	3.756 (47/62)	3.677 (24)
AMR	8.365 (6)	9.408 (1)	IJBER	3.529 (50/69)	--
JBV	7.590 (9)	5.774 (7)	JSBM	3.461 (72)	2.876 (48)
StratENTJ	6.200 (14)	2.537 (44)	ERD	2.885 (66)	1.776 (70)
FBR	5.212 (22)	4.229 (15)	IEMJ	3.472 (52/71)	1.312 (87)
SBE	4.803 (31)	2.421 (50)	ERJ	1.643 (116)	0.630 (109)
	154 Bus J's	224 Mgt J's			



# Light on the Horizon

- Pressures on editors to up their journals
  - Compete with *ETP* & *JBV*
  - More SSCI/BCI listed journals increase the pressure

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# Entrepreneurship In Today's Top Mainstream Journals

- Look at any top management journal (ENT topics or samples)
  - AMR (11/20): 4 of 9 articles
- 180+ English Language Refereed Entrepreneurship Journals
  - Eweb's "core publication list" has 185

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# ...Continuing the Light...

- Elements of the field improving
  - GEM, ASE and other major surveys continue to refine
  - Improvements in methodological training for new PhDs entering the field
  - Entrepreneurship topics attracting wide interest

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# Entrepreneurship Is A Hot Topic

- New firms → New processes to study
  - Emergence processes: startup hurdles
  - Microventures: how a person becomes a firm
  - Crowdfunding
  - Acceleration, Entrepreneurial Ecosystems
- Family Ventures
- Social Ventures (Think UNSDG)

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# Now To 2030



## SUSTAINABLE DEVELOPMENT GOALS



# Questions for PhD Students

- Where to aim?
- What to publish?
- Where to publish?

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# Where To Aim

- The higher up the hierarchy you want to go, the better your publication record needs to be.
- Top Schools want you in Top Journals
- Lower level schools are more accepting
- Look at recent hires to assess

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What?



# Five Strange Ideas

- Dissertations are *IRRELEVANT*
- Key Is RESUME, not Dissertation.
- There is a hierarchy of schools
- Brute force is not the way to go
- It can't be too late, can it?

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Why?

# Why Dissertations Are Irrelevant

- Everyone has one
- Can't tell good ones from bad ones.
- Therefore, all dissertations are equal.
- Therefore, need another basis to decide
  - Solution? **Resumes/CVs**

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# What Makes A Resume GOOD?

- Different Mixes of the Big 3
  - Teaching (Goes Up As You Go Down)
  - Research (Goes Up As You Go Up)
  - Service (Past the Threshold, Doesn't Count Until Hits Admin. or National Levels)

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# Yet Another Strange Idea

- There's A Hierarchy of Schools Out There, And Most of Us Never Think About It

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# Example: The Education Industry (Simplified)

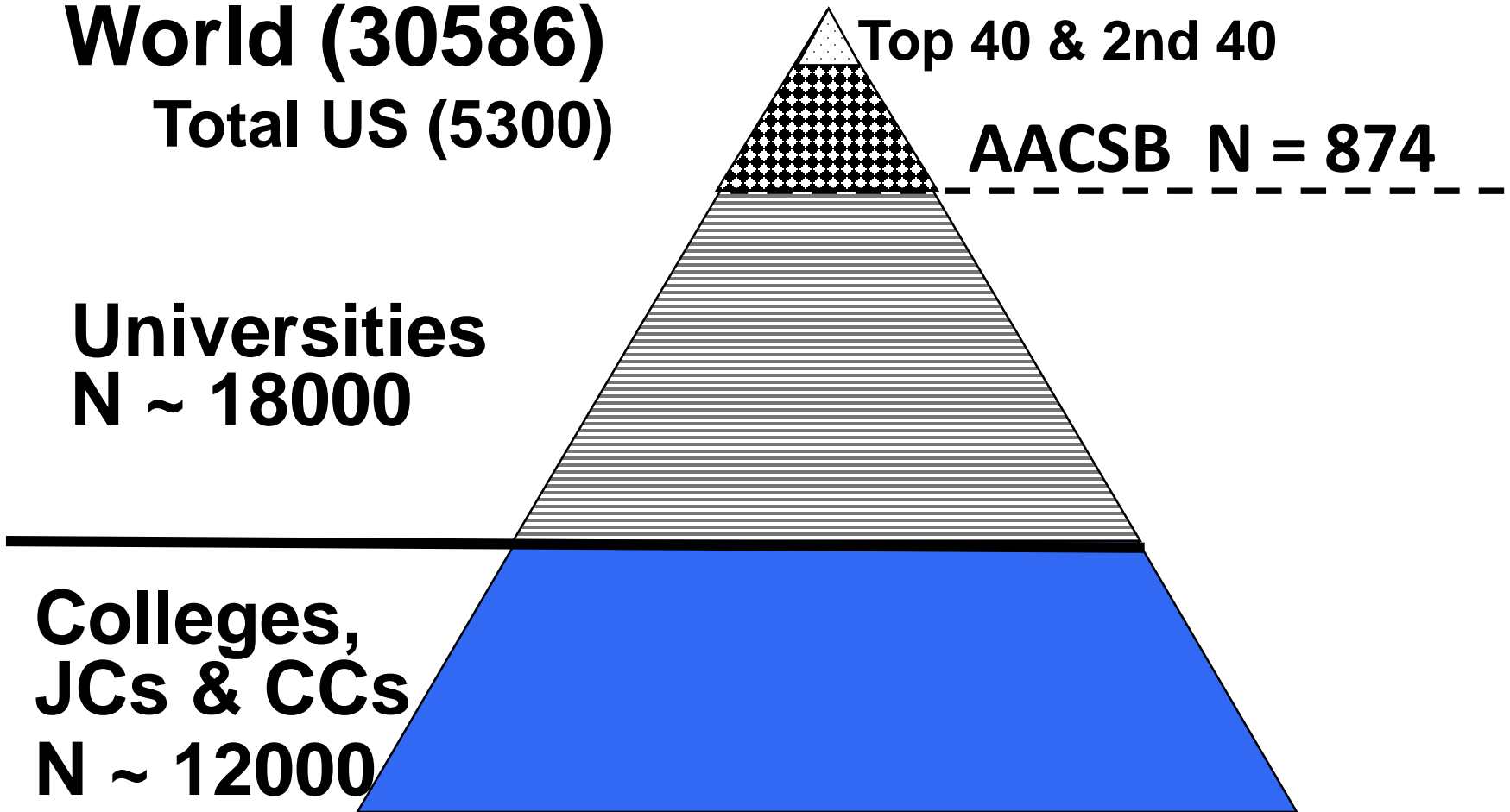
**World (30586)**  
**Total US (5300)**

**Top 40 & 2nd 40**

**AACSB N = 874**

**Universities**  
**N ~ 18000**

**Colleges,  
JCs & CCs**  
**N ~ 12000**



# What Will They Look For?

- Number of Hits/Grants
- Quality of Hits /Grants
- Conceptual Fit Among Hits /Grants
- Trajectory of Hits /Grants
- Dependence on Others For Hits /Grants
- Idea's Room For More Hits /Grants

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# Pecking Order

- “A” rated Journals / Major Donors
- Contenders
- SSI/SSCI Indexed Journals
- ESCI/ABI/Inform Indexed Journals / Minor Donors
- Non-Indexed Refereed Journals
- Indexed Non-refereed Journals

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How?

# 1 - Brute Force Approach

- Go It Alone Work-wise
- Start Theory From Scratch
- All New Data Gathering
- Get Faculty To Buy-In & Support You
- Start Publication Stream From Scratch

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## 2 - Research Advantage Approach

- Hitch-Up With Publishing Faculty: Take piece of action
- Tie Into Topical Networks (eg. Ecology)
- Tie Into Existing Theories (eg Res. Dep.)
- Tie Into Existing Datasets (eg Compustat, GEM)
- Leverage Your Contacts
- Live With “B” Outlets

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# B's Are OK Because...

- They Publish More Controversial Ideas
- They Try To Push the Envelope More
- They'll Publish Longer/Innovative Pieces
- They Understand Niche Ideas Better
- There Are More of Them - More Chances!
- "A" Editors Read "Good" B's

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# Innovative Ways To Publish

- Heed Calls For Special Issues (UNSDG)
- Be A Special Issue Editor
- Build A Session, Tie-In A Journal Issue
- Become A Reviewer (Ck. Hierarchy)
- Pick Conferences With Proceedings
- Publish About Teaching (JME, caseJs)
- Do Book Reviews
- Do Practitioner or General Press
- Internet Journals
- Columns/Moderate Internet Sites
- Go for New Journals

When?

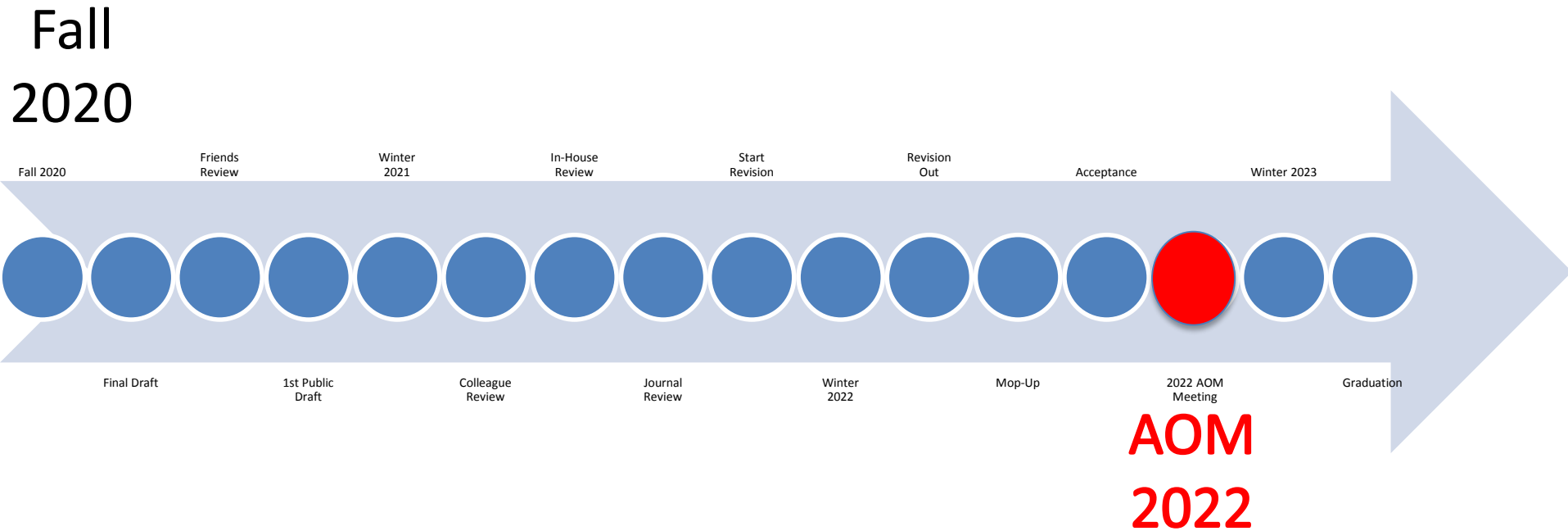
# Assumptions

- Review order:
  - students
  - professors
  - journal
- One revision @ journal (+mop-up)
- No real delays

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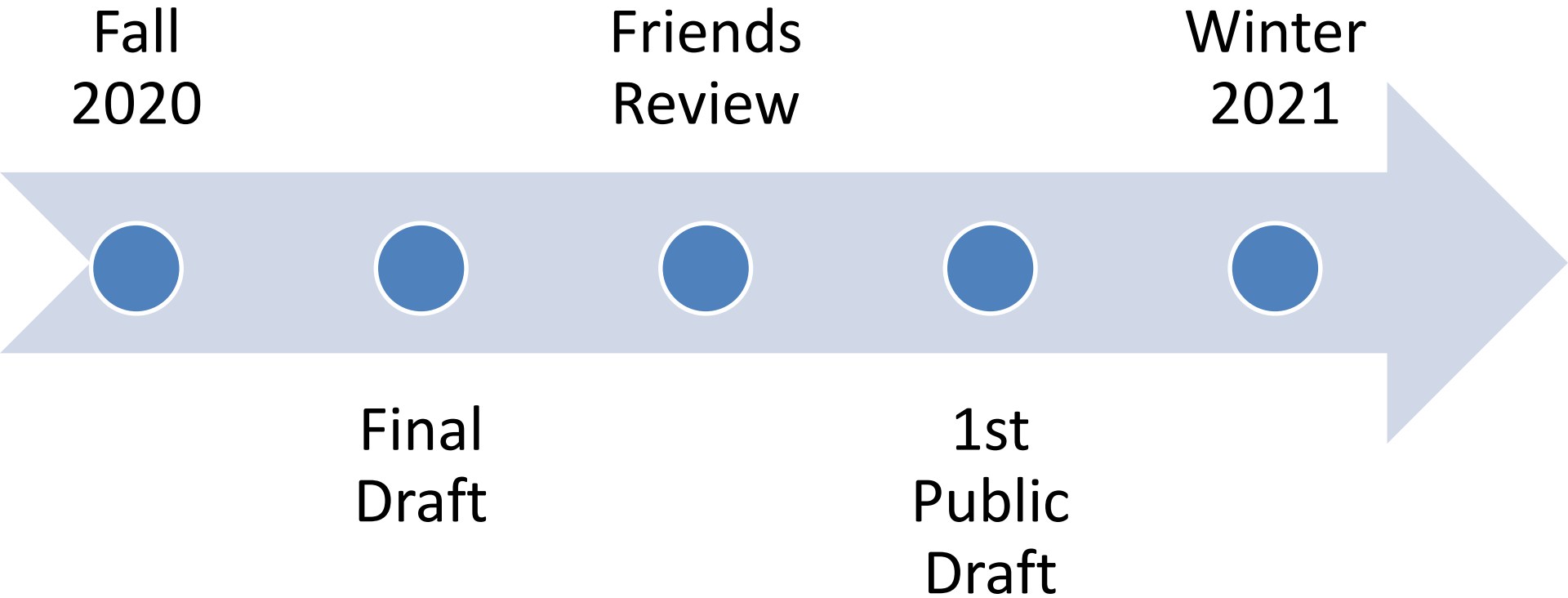
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# Publication Timeline Overview

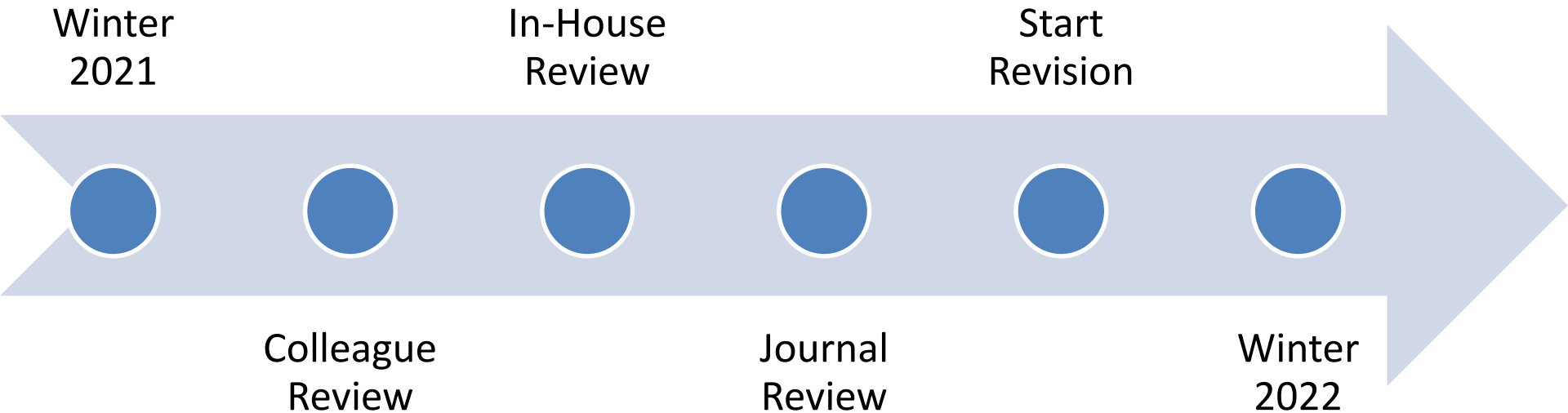




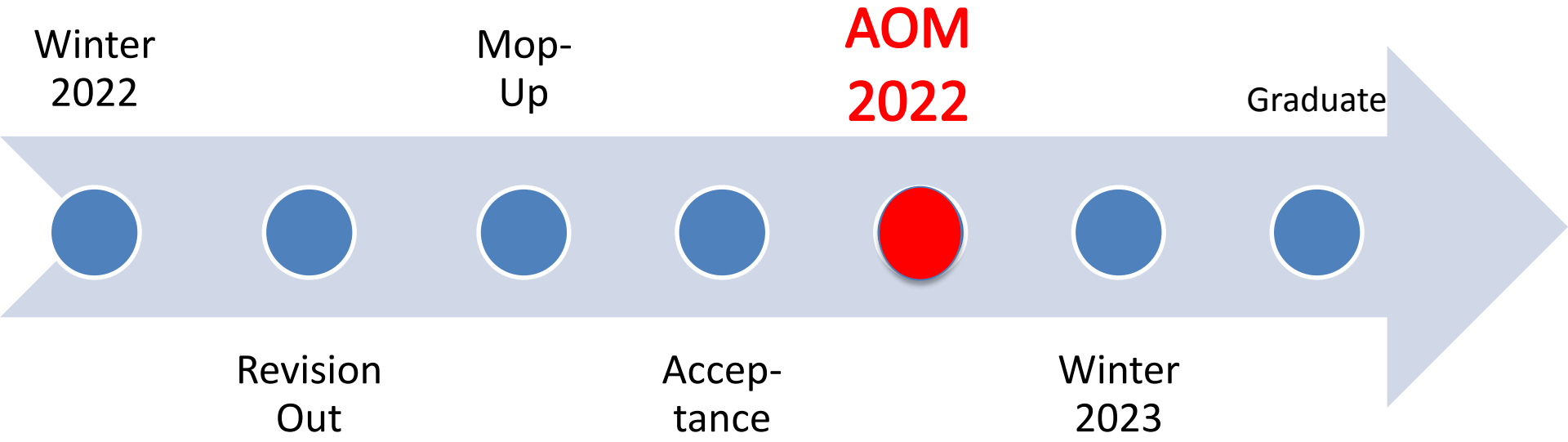
# Publication Timeline This Semester



# Publication Timeline 2021



# Publication Timeline 2022-2023



# Recap...

- You Need To Start PUBLISHING By Your Second Semester of Graduate School
- You Will Need AT LEAST 3 PAPERS IN REFEREED JOURNALS By 8/1/2022 – So you WILL be juggling!
- Standards Are Going Up!

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# Thoughts To Keep

- Publishing Pays, Not Research
- Publications Buy You Flexibility & Choice
- The Linear Regression Model Predicts Publication (repeat...)
- Publications Take Time; Start NOW
- “Death Blow” Articles Are Rare
- An *Oeuvre* Has Class
- Good B’s Beget A’s Attentions
- Seek opportunities: UNSDG, GEM,...

# Where?

*(REVISITED)*

# Picking Your Place In the Food Chain

- Ask Yourself **SERIOUSLY** Where You Want To Spend Your Life
- Recognize the difference: Big Fish/Small Fish, Big Pond/Small Pond
- Above **ALL**, Know What Is Expected Where You Are Aiming

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# Role Models To Recall

- Upstream Swimmers
  - Don Kuratko, Ball State to Indiana
- Finders of Life After Hurdles
  - Stephen Hawking
- Small Pond Lovers
  - Jerry Katz
- *THERE ARE A LOT OF WAYS!!!!*

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# Questions?



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