



ENTREPRENEURSHIP

THEORY and PRACTICE

— CALL FOR PAPERS —

February 2004

ENTREPRENEURIAL COGNITION SPECIAL ISSUE VOLUME 3 AND INVITED CONFERENCE AT THE UWO IVEY SCHOOL OF BUSINESS

Entrepreneurship Theory and Practice (ET&P) is pleased to announce a call for papers for another special issue and conference on entrepreneurial cognition. Guest editors will include Ronald K. Mitchell, University of Victoria and Lowell Busenitz, Oklahoma University—Special Edition Lead Editors—and Barbara Bird, American University, Connie Marie Gaglio, San Francisco State University, Jeffrey S. McMullen, Baylor University, Eric A. Morse, University of Western Ontario Ivey School of Business, and J. Brock Smith, University of Victoria—Special Edition Co-Editors.

There has been an increasing focus on information processing and entrepreneurial cognition in recent entrepreneurship and general management literature. We define entrepreneurial cognitions to be *knowledge structures that people use to make assessments, judgments or decisions involving opportunity evaluation and venture creation and growth*. These include, for example (non-exhaustively):

- Biases and heuristics: counterfactual thinking, affect infusion, self-serving bias, planning fallacy, and self justification; overconfidence or representativeness heuristics; overconfidence, illusion of control, and misguided belief in the law of small numbers;
- Entrepreneurial alertness cognitions;
- Entrepreneurial intentions cognitions;
- New venture expert scripts: arrangements, willingness and opportunity ability cognitions;
- Real options reasoning;
- Regretful thinking;
- Self-efficacy cognitions;
- Transaction cognitions: planning, promise, and competition cognitions, and others.

In the context of pursuing entrepreneurial opportunities, the consequences of an entrepreneurial cognition can lead to faster learning, faster decision making and inferences. It is likely that these cognitions have both positive and negative implications. We encourage research that further explores these implications. We also seek to expand our understanding of the manner in which cognition is associated with entrepreneurship, entrepreneurial performance, and the creation of economic independence by individuals, and within firms, industries, and economies.

We encourage both theoretical and empirical investigation. We encourage focus on both the enabling and the disabling role that cognitions play in: (1) the creation of new transactions and transaction types, and (2) the bundling of transaction flows that results in firms, industries, and ultimately in the economy and society level impacts of entrepreneurship. Thus, work that utilizes multiple and cross-level analysis is especially sought after.

Ideally, suitable papers will examine the empirical avenues for cross-fertilization and synergy across a diverse range of theoretical perspectives, including but not limited to economic, entrepreneurship, ethics, information processing, managerial cognition, organizational economic, organizational learning, social cognition, and strategic management theories. We wish to invite a wide range of approaches to the study of this topic. We encourage novel approaches to the study of entrepreneurs, entrepreneurial processes, and the creation of economic independence through the use of entrepreneurial cognitions. Studies that utilize qualitative case histories and other ethnographic approaches to the study of entrepreneurial cognition are appropriate and welcome.

Prospective contributors may wish to consider (but are not limited to) the following research questions:

- Where do entrepreneurial cognitions originate? What are the drivers that effect changes or the evolution of entrepreneurial cognitive maps?
- What are the positive and negative consequences of entrepreneurial cognitions in the pursuit of new opportunities?
- What is the role of the environment in the shaping and utilization of entrepreneurial cognitions?
- How do entrepreneurial cognitions differ cross-culturally and how do they affect entrepreneurial activity? What are the drivers of differences and similarities?
- What is the role of entrepreneurial cognitions, cognitive maps, expert scripts, or other information processing mental models in the utilization of market imperfections to create value, wealth, and/or economic independence?
- How can existing models that explain entrepreneurship or entrepreneurial performance benefit from the utilization of constructs from the cognition literature?
- How might existing work in economic, entrepreneurship, ethics, information processing, managerial and organizational cognition, organizational economic, organizational learning, social cognition, and strategic management theory contribute to the explanation of cognitive aspects of entrepreneurial phenomena?
- How has the use of certain types of theories or methodologies constrained or enhanced understanding of the processes of entrepreneurial cognition?

Authors of papers that generate new avenues of thought, and particularly which have the potential to contribute significantly to further dialogue in the field may also be invited to a special sponsored conference on entrepreneurial cognition to be held at the Ivey Business School at the University of Western Ontario in the fall of 2005, where the authors will have the opportunity to present their work to some of the leaders in their fields.

Authors should follow the *Information for Contributors of Manuscripts* as published on p. 4 of each issue of *ET&P* in preparing their manuscript. Please send (1) an e-copy of your manuscript in MS Word without author identification of any kind, (2) an e-copy of your title page with authors' names, affiliations and contact information, and (3) a cover letter requesting consideration for this special issue, to Ron K. Mitchell—Special Edition Editor—at mitch@business.uvic.ca; Telephone: 250.721.6403; Fax: 250.658.1441). **Papers must be received by October 15, 2004.** (You should receive email confirmation of receipt within 7 days of submission. If you do not, please contact Ron or Lowell to help us to prevent inadvertent e-processing errors.) For further information, please contact Ron K. Mitchell or Lowell Busenitz. **(NOTE: YOU MAY WISH TO PERIODICALLY CHECK THE ET&P WEBSITE FOR EARLY POSTING OF FORTHCOMING VOLUME 2 ARTICLES, WHICH MAY BE OF ASSISTANCE WITH THEORY AND METHODS.)**

We look forward to receiving your submission. Thank you for your kind attention.

The Editorial Team