Half time seminar

Abstracts of articles

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Article 1 - Online embeddedness in the Entrepreneurial process: The Library Revolt

Abstract

This study shows how social media works as a contextual element in entrepreneurship. By presenting interactions between the online community and the rural community in an entrepreneurial process, it is shown how entrepreneurial processes in rural areas can be shaped not only through local community relations but also by online interaction. This study takes a contextualized view of entrepreneurship, acknowledging the social and spatial dynamics of the process. A qualitative research design is employed to access the nuances and functions of the local and online community contexts, pursuing an inductive, theory-building logic to explain how the local community change when the rural entrepreneurs adopt Facebook in the change process. By empirically anchoring this study in the *library revolt*, it is argued for an addition to theory about how the developing online communities are novel environments where actors are located with its own unique set of resources. By being embedded in the online sociality, we can view the actor's gaining access to the resources online which contribute to the change happening in a local community.

Key words: Entrepreneurship, Online Community, Local Community, Context, Rural, Social Media, embeddedness

Article 2 - The Dark Side of Social Media – Destructive Visibility of Rural Entrepreneurs

Abstract

We want to investigate the cyber-harassment of rural entrepreneurs by animal right activists in order to build a contextualized understanding of how the social reality is shaped for rural entrepreneurs. This will help us in the understanding of how the entrepreneurs engage in and create their contexts. We ask the question: How can we better understand agricultural entrepreneurs' socio-spatial context by studying how animal rights activists discuss about farms online? This study will contribute to the field of entrepreneurship and social media by argue the high degree of visibility that these technologies afford facilitates access to other people's personal and professional information to a broader audience which shapes a hindering context.

Article 3 - Using Netnography to Explore the Context of Entrepreneurship

Abstract

Netnography (Kozinets 2020) is an ethnographic approach to study communities that exist primarily online. Engaging in online participant observation, the netnographer connects to the online community through a computer screen, and the field is located inside the screen. Although it has been used in marketing research extensively, netnography is a relatively new methodology in entrepreneurship research. In this paper, we give an overview of netnography and its applicability in studying entrepreneurship. In this paper, we will try to answer the question: how can we better understand the context of entrepreneurship by adopting netnography?