

## **PDW on Researching entrepreneurship: Methods and sites for studying hyper-projectivity.**

**Organizers:** Truls Erikson, University of Oslo, and Ankur Chavda, HEC Paris.

**Confirmed speakers:** Kristin Undheim, Glenn Roger Kristiansen, Tatevik Harutyunyan, and Agnes Clark (a few more that need to be confirmed, but those already named here suffice).

Recent advancements within the management literature point towards imagination (Alvarez & Porac, 2020) as a domain for future research. Recent advancements in psychology (Seligman et al., 2013; Sripada, 2016) and sociology (Gümüşay & Reinecke, 2022, drawing on Mische, 2014 & 2009) facilitate this, and elaborate the need for crafting forward-looking theories. Research in psychology and sociology has predominantly focused on the past and the present, more or less neglecting the future. To effectively address grand challenges, time is ripe for developing theories that not only explain the present with the past, but that also enable us to better project the future. One relevant approach is to focus on key research sites, which Mische (2014) refers to as 'sites of hyper-projectivity'. Here, individuals participate in future-focused discourse, enabling the visibility and empirical examination of imagined futures. While various methods endeavour to predict and assess the feasibility and the likelihood of future scenarios, these sites offer opportunities for imaginative acts addressing desirable futures. Researching such sites can enhance our comprehension of how contested futures unfold and how innovative possibilities arise and mobilize social movements (Suckert, 2022).

The first part of the professional development workshop will address various useful sites for such hyper-projectivity. Examples are regulatory sandboxes on artificial intelligence, and/or financial technology, and various 'upper echelons' (entrepreneurial teams, venture boards, top management teams). After the break, the second part of the professional development workshop engages a new round of speakers who will address *methodological issues* related to prospection research, and we address many new methods, and affiliated software packages, and even address the benefit of combining various deep neural networks in unpacking the grammar of motives (Mohr et al., 2013; Burke, 1945), for instance, and the promise of Reinforcement Learning (RL) for modelling decision making in complex future environments, and how such methods can be mixed and/or contrasted with more qualitative research methods.

An introduction will be given by Truls Erikson and Ankur Chavda followed by the invited speakers. We round off with a panel debate about the pros and cons of these various methods and contrast them with more qualitative methods. The list of speakers is as following:

### ***Part 1 on viable research sites for hyper-prospection:***

*Kristin Undheim*, Kristiania College, with regulatory sandboxes on AI as viable sites.

*Tatevik Harutyunyan*, NHH, on the viability of boards as a site for theorizing the future.

*Truls Erikson*, University of Oslo, on 'upper echelons' as viable sites for such research.

### ***Part 2 on viable research methods for researching hyper-prospection:***

*Glenn Roger Kristiansen*, PhD Cambridge, University of Oslo, with machine learning and deep neural networks approaches, such as LSTM and RL, applied to the grammar of motives. This is contrasted by *Agnes Clark* employing *shadowing* as a research method.

The maximum number of participants for the workshop is 75.

## References

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