**PDW on Researching Entrepreneurship:**

**Studying Plausible, Possible and Desirable Futures**

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Several streams of literature point to the need for entrepreneurs to make decisions that go beyond traditional concepts of potential outcomes and risk, as the current and future state of the world is fundamentally unknowable and uncertain. Entrepreneurs are called on to use their imagination (Alvarez & Porac, 2020) to hypothesize about how the world works (Felin & Zenger, 2017; Chavda, Gans, and Stern, 2024) as well as test and evaluate their beliefs (Gans, Stern, & Wu, 2019). Recent advancements in psychology (Seligman et al., 2013; Sripada, 2016) and sociology (Gümüsay & Reinecke, 2022, drawing on Mische, 2014 & 2009) align with this view on entrepreneurial decision-making. Overall, there is a need for research that helps us understand how entrepreneurs both explain the present with the past and also predict or imagine the future, alongside persuading others of their vision and potentially influencing the future state of the world.

While different initiatives have been put forth, there is still a lack of a clear path of how to study this type of entrepreneurial behaviour. This PDW aims to explore how we as entrepreneurship scholars can empirically investigate the way entrepreneurs and intrapreneurs navigate, imagine, or indeed influence or shape the future. We invite scholars to contribute to the discussion about researching entrepreneurship and the future. To kick off the discussion a handful of researchers will present emerging research that represents possible future pathways.

One possible alternative is to focus on key *research sites*, which Mische (2014) refers to as 'sites of hyper-projectivity', where individuals participate in a 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 possible and desirable futures.

Another way of exploring this is to focus on *methodological issues* related to prospection research, and we address many new methods, and affiliated software packages, and even combine 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.