

ENTREPRENEUR & MANAGEMENT RESEARCH

Data Collection in Entrepreneurial Contexts

Present By
Dr. Tumpal P. Situmorang, ST.,MM



REVIEW OF MEETING 6

SAMPLING AND RESPONDENT STRATEGY

01

Sampling determines whose world becomes research evidence (e.g., studying incubator effectiveness through incubator managers only will produce different knowledge from studying both managers and tenant founders).

02

Respondent strategy must fit the phenomenon, not convenience (e.g., researching family business succession requires successors, incumbents, or both—not generic SME owners).

03

A sampling choice already shapes the meaning of the findings (e.g., social enterprise studies may differ greatly if respondents come from registered entities versus grassroots initiatives).

04

Good research begins by identifying who can speak meaningfully to the issue (e.g., crowdfunding entrepreneurs, backers, and platform managers each reveal different realities).

INTRODUCTION

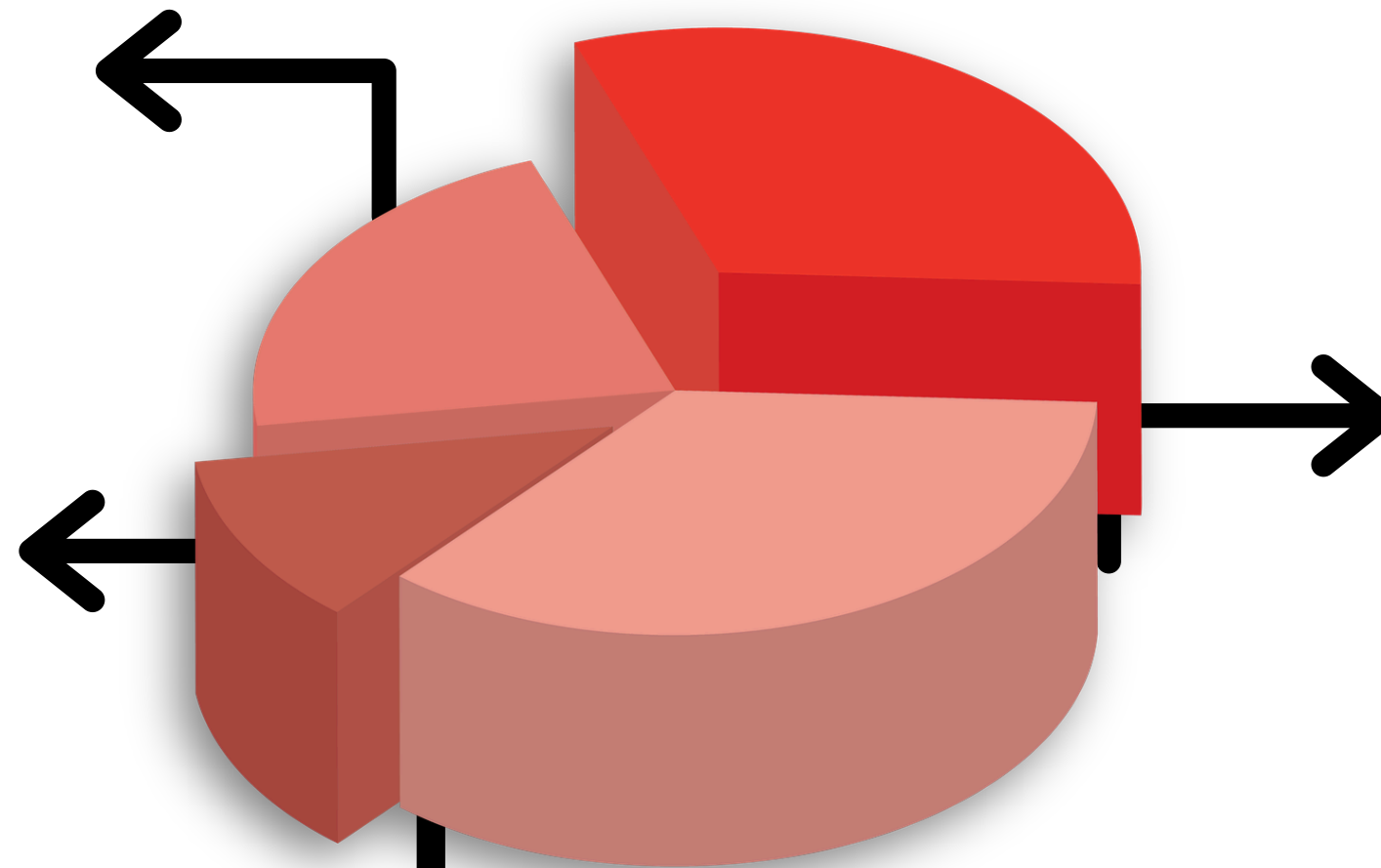


Why Data Collection Is More Than a Technical Step

Data collection is where abstract constructs meet lived reality (e.g., “entrepreneurial resilience” only becomes researchable when linked to actions, experiences, or decisions).

Entrepreneurial contexts are unstable and often nonlinear (e.g., founders may change strategy, redefine failure, or alter identity during the research process).

Data collection is not neutral; it privileges some realities over others (e.g., interviews privilege narration, while archival data privilege recorded traces).



The way data are collected shapes the kind of truth that becomes visible (e.g., surveys show distribution, while fieldwork shows practice and context).

WHAT COUNTS AS DATA?

Expanding the Meaning of Evidence in Entrepreneurial Research

- ▶ Data can be spoken, written, observed, recorded, or digitally traced (e.g., founder interviews, strategy memos, crowdfunding comments, meeting notes, and field observations).
- ▶ Entrepreneurial data often exist beyond formal questionnaires (e.g., venture websites, investor decks, incubator reports, and campaign updates).

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WHAT COUNTS AS DATA?

Expanding the Meaning of Evidence in Entrepreneurial Research

- ▶ Different data forms reveal different layers of reality (e.g., interviews reveal interpretation, documents reveal representation, and observation reveals enactment).
- ▶ The best data source is the one that best answers the research question (e.g., legitimacy-building on crowdfunding may be better studied through campaign texts than through self-report alone).

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INTERVIEWS

EXPLORATORY DESIGN IS USEFUL WHEN A PHENOMENON IS STILL UNCLEAR

- 01** Interviews are powerful when researchers need actors' interpretations (e.g., how successors in family firms make sense of inherited responsibility).
- 02** Semi-structured interviews allow comparability without killing nuance (e.g., founders answer similar prompts but narrate different trajectories).



INTERVIEWS

EXPLORATORY DESIGN IS USEFUL WHEN A PHENOMENON IS STILL UNCLEAR

- 03** Interviews are especially useful for hidden tensions and sensitive transitions (e.g., conflict between family expectations and strategic business choices).
- 04** The quality of interview data depends on probing, reflexivity, and trust (e.g., shallow questioning produces superficial narratives).

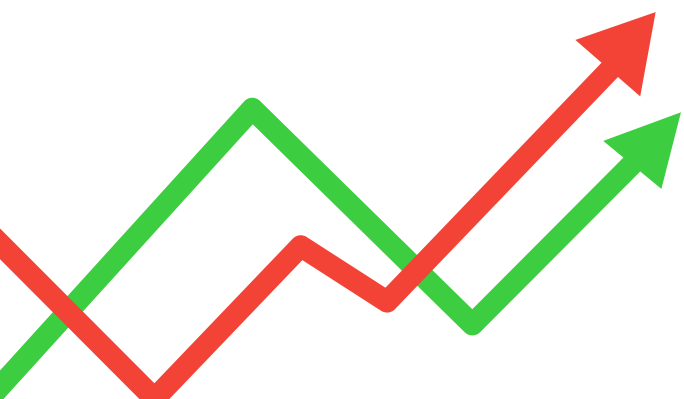


FIELD STUDY, OBSERVATION, AND CASE-BASED INQUIRY

WHEN ENTREPRENEURSHIP MUST BE SEEN IN ACTION

01

OBSERVATION CAPTURES PRACTICE, NOT JUST
NARRATION (E.G., HOW INCUBATOR MANAGERS AND
FOUNDERS ACTUALLY CO-PRODUCE BUSINESS
ASSISTANCE).



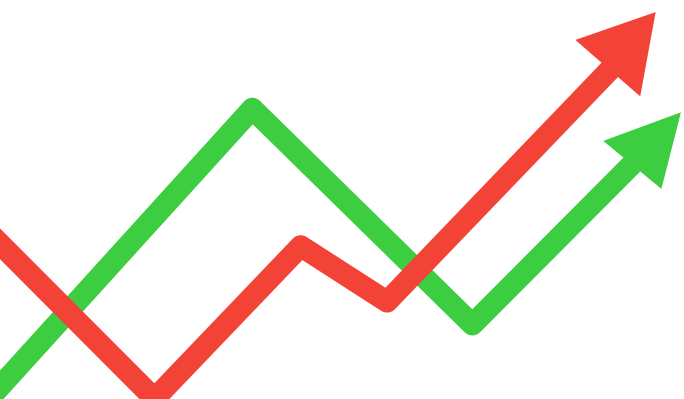


FIELD STUDY, OBSERVATION, AND CASE-BASED INQUIRY

WHEN ENTREPRENEURSHIP MUST BE SEEN IN ACTION

02

FIELD STUDIES ARE USEFUL FOR EVOLVING, INTERACTION-HEAVY PROCESSES (E.G., STRATEGY MAKING THAT UNFOLDS THROUGH DAILY ACTION RATHER THAN FORMAL PLANS).



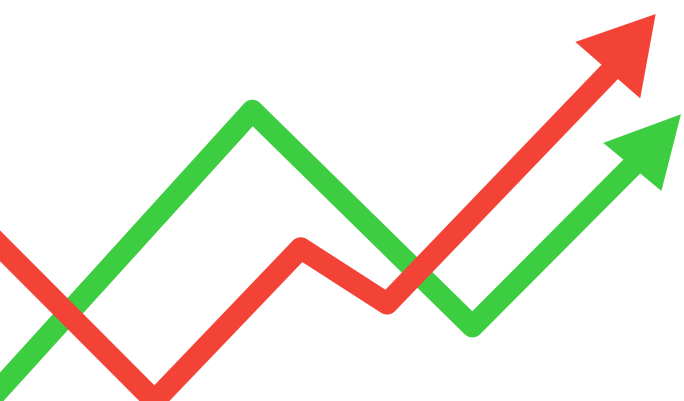


FIELD STUDY, OBSERVATION, AND CASE-BASED INQUIRY

WHEN ENTREPRENEURSHIP MUST BE SEEN IN ACTION

03

CASE-BASED INQUIRY HELPS EXPLAIN HOW AND WHY IN NATURAL SETTINGS (E.G., WHY SUPPORT RELATIONSHIPS DIFFER ACROSS INCUBATED VENTURES).



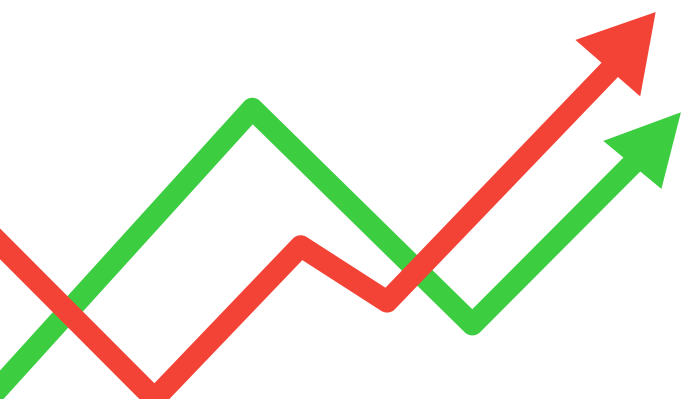



FIELD STUDY, OBSERVATION, AND CASE-BASED INQUIRY

WHEN ENTREPRENEURSHIP MUST BE SEEN IN ACTION

04

THESE METHODS REVEAL PROCESS, INTERACTION, AND ENACTED CONTEXT (E.G., WHAT ENTREPRENEURS ACTUALLY PRIORITIZE IN EVERYDAY DECISIONS).





ETHNOGRAPHY AND CONTEXTUAL IMMERSION

WHEN THE SOCIAL WORLD IS PART OF THE VENTURE



ETHNOGRAPHY IS POWERFUL WHEN CONTEXT IS
INSEPARABLE FROM ACTION (E.G.,
ENTREPRENEURSHIP SHAPED BY KINSHIP,
PATRONAGE, AND SPIRITUAL TIES).




ETHNOGRAPHY AND CONTEXTUAL IMMERSION



WHEN THE SOCIAL WORLD IS PART OF THE VENTURE



CONTEXT SHOULD NOT BE TREATED AS PASSIVE
BACKGROUND (E.G., ENTREPRENEURS ENACT
CONTEXT THROUGH SOCIAL AND CULTURAL
RELATIONSHIPS).



ETHNOGRAPHY AND CONTEXTUAL IMMERSION

WHEN THE SOCIAL WORLD IS PART OF THE VENTURE



IMMERSION REVEALS MEANINGS THAT
RESPONDENTS MAY NEVER STATE EXPLICITLY
(E.G., FORMS OF OBLIGATION, HIERARCHY, AND
TRUST).



ETHNOGRAPHY AND CONTEXTUAL IMMERSION



WHEN THE SOCIAL WORLD IS PART OF THE VENTURE



**ETHNOGRAPHY IS DEMANDING, BUT UNIQUELY
RICH FOR CULTURALLY EMBEDDED VENTURES
(E.G., ETHNIC ENTREPRENEURSHIP AND
COMMUNITY-BASED ENTERPRISE).**

DOCUMENTS, ARCHIVES, AND MEDIA TEXTS

Source: Canva



WHEN PUBLIC NARRATIVES BECOME EVIDENCE

01

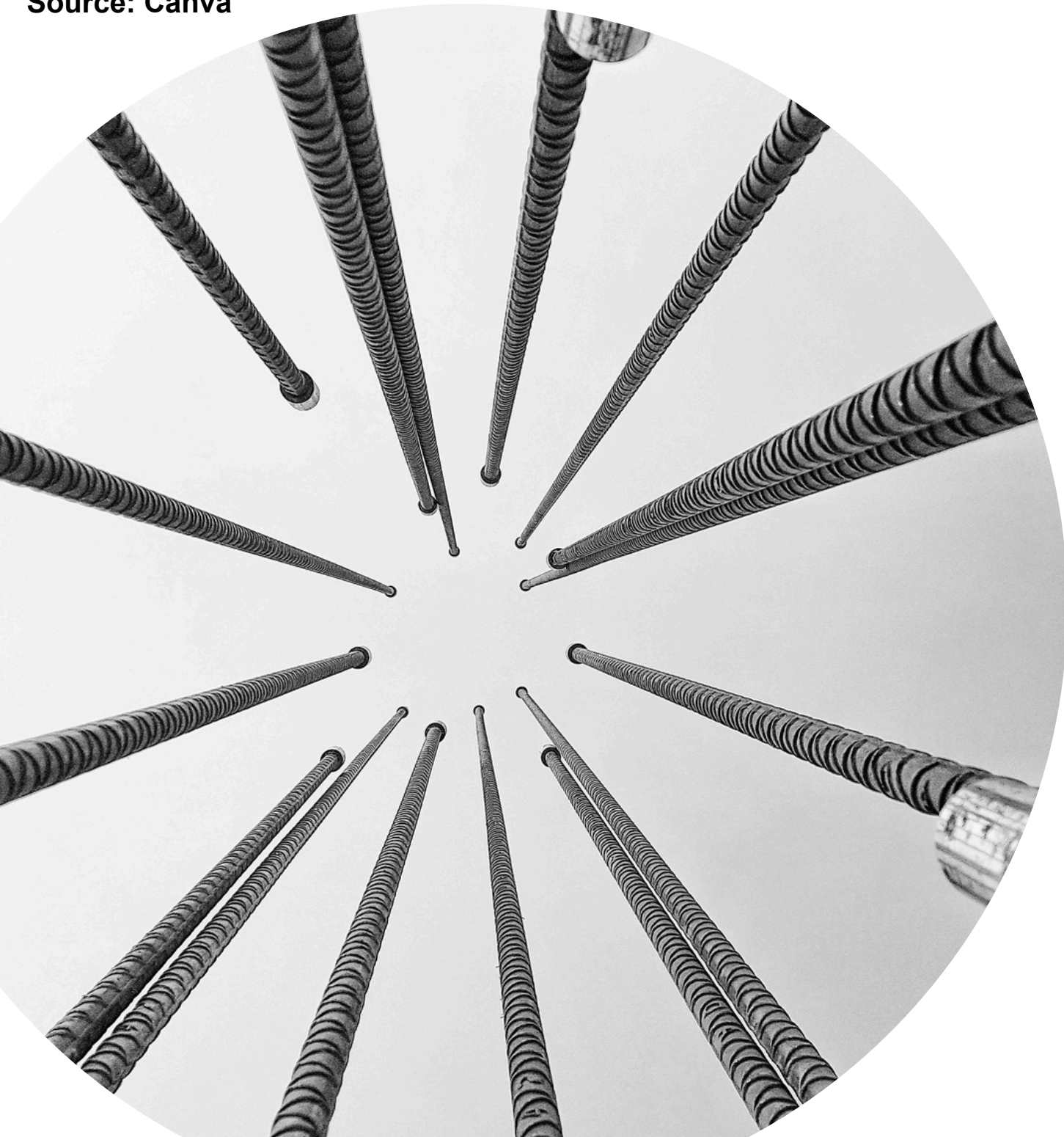
Documents can reveal how ventures present themselves to stakeholders (e.g., pitch decks, incubator reports, investor briefs, and strategy memos).

02

Media texts can show how entrepreneurship is publicly framed (e.g., how crowdfunding is positioned in financial and entrepreneurial discourse).

DOCUMENTS, ARCHIVES, AND MEDIA TEXTS

Source: Canva



WHEN PUBLIC NARRATIVES BECOME EVIDENCE

03

Archives help researchers reconstruct processes over time (e.g., policy shifts, venture evolution, or organizational emergence).

04

Documentary evidence is powerful when read critically, not passively (e.g., public texts may signal aspiration, not only reality).

DIGITAL TRACE DATA

WHEN ENTREPRENEURIAL ACTIVITY LEAVES A PLATFORM FOOTPRINT



source: <https://share.google/OgNp52sR38PNBB0Ev>

- 01** Digital platforms generate rich behavioral data (e.g., campaign updates, backer comments, risk disclosures, and reward structures).
- 02** Digital traces are useful for studying signaling and resource acquisition (e.g., how disclosure influences crowdfunding outcomes).

DIGITAL TRACE DATA

WHEN ENTREPRENEURIAL ACTIVITY LEAVES A PLATFORM FOOTPRINT



source: <https://share.google/OgNp52sR38PNBB0Ev>

- 03** They help researchers capture large-scale behavior without relying only on self-report (e.g., analyzing hundreds or thousands of platform cases).
- 04** Digital traces must still be interpreted theoretically (e.g., platform behavior matters because it signals trust, legitimacy, or uncertainty).

SOCIAL ENTERPRISE AND ORGANIZATIONAL EMERGENCE EXAMPLE



COLLECTING DATA ON NEW ORGANIZATIONAL FORMS

01

Some entrepreneurial questions require population-level or institutional data (e.g., how a new social enterprise form emerges after legal change).

SOCIAL ENTERPRISE AND ORGANIZATIONAL EMERGENCE EXAMPLE



COLLECTING DATA ON NEW ORGANIZATIONAL FORMS

02

Organizational emergence can be studied through administrative and archival records (e.g., registration trends, policy changes, and organizational density).

SOCIAL ENTERPRISE AND ORGANIZATIONAL EMERGENCE EXAMPLE



COLLECTING DATA ON NEW ORGANIZATIONAL FORMS

03

This kind of data helps explain formation, diffusion, and legitimacy at scale (e.g., why some forms expand rapidly while others remain marginal).

SOCIAL ENTERPRISE AND ORGANIZATIONAL EMERGENCE EXAMPLE



COLLECTING DATA ON NEW ORGANIZATIONAL FORMS

04

Not all entrepreneurial research needs direct founder interviews (e.g., emergence can be studied through institutional traces).

CONCLUSION!

01

Data collection is not a routine step, but a strategic methodological choice (e.g., the same topic may require interviews, observation, documents, or digital traces depending on the question).

02

Different data sources reveal different entrepreneurial realities (e.g., public narratives, lived meanings, enacted practices, and institutional patterns).

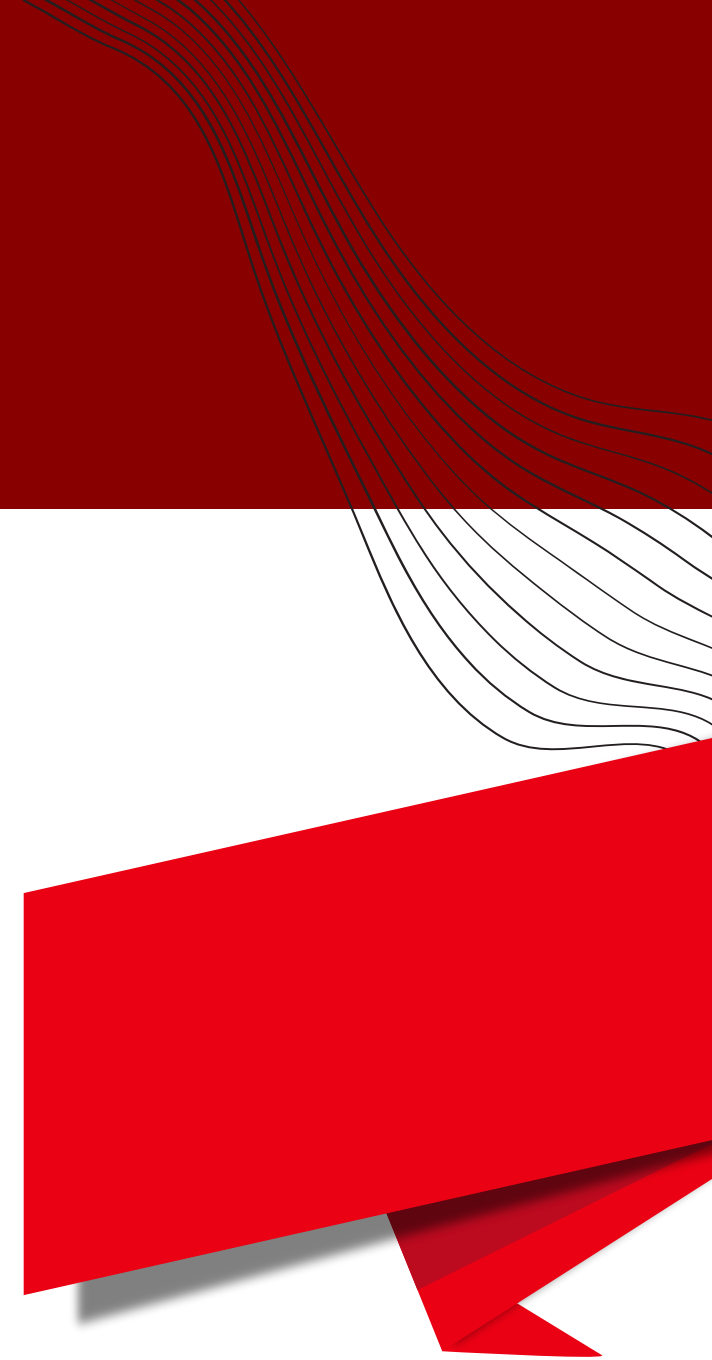
CONCLUSION!

03

The best method is the one that fits the logic of the phenomenon (e.g., platform behavior is better captured by digital traces than by memory-based self-report alone).

04

Strong entrepreneurial research collects evidence that is both relevant and intellectually defensible (e.g., matching the source of data to the nature of the claim).



KEY TAKEAWAYS

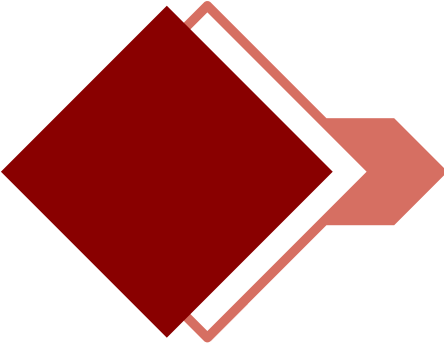
Entrepreneurial research can draw on multiple forms of evidence (e.g., interviews, observation, documents, media texts, archives, and digital traces).

A book-quality methods chapter should avoid repetitive examples and repetitive logic (e.g., each method should be illustrated through a distinct research world).

Examples must vary across contexts to enrich methodological understanding (e.g., incubators, family business, ethnic entrepreneurship, social enterprise, and crowdfunding).

Method choice should follow the phenomenon, not habit (e.g., some questions need immersion, others need platform data, and others need archives).

CLOSING REMARKS



Strong evidence begins with strong choices about how to collect it (e.g., a good theory still fails if evidence is gathered from the wrong source).

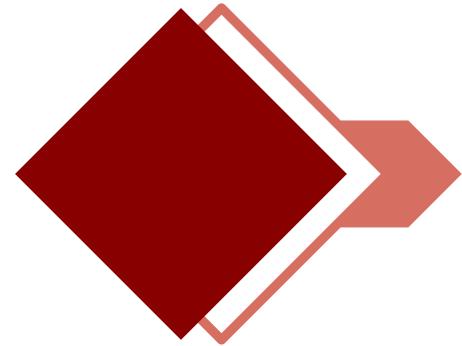


Entrepreneurial contexts reward methodological imagination (e.g., evidence may come from people, practices, documents, or platforms).

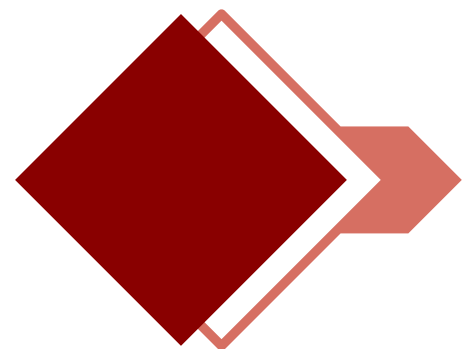


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CLOSING REMARKS



Researchers must explain not only what they found, but why their data deserve trust (e.g., by justifying source, access, and fit)



The next step is to examine how collected data are turned into defensible measures and instruments (e.g., moving from evidence gathering to validity and reliability).



source: <https://share.google/jVUio3THQSjccu9nA>



See you in Meeting
9, with the topic:

**Instrument
Development: Validity
and Reliability**



REFERENCE

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**THANK
YOU**