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NARRATIVE ANALYSIS OF RUSSIAN ENTREPRENEURIAL NETWORKS



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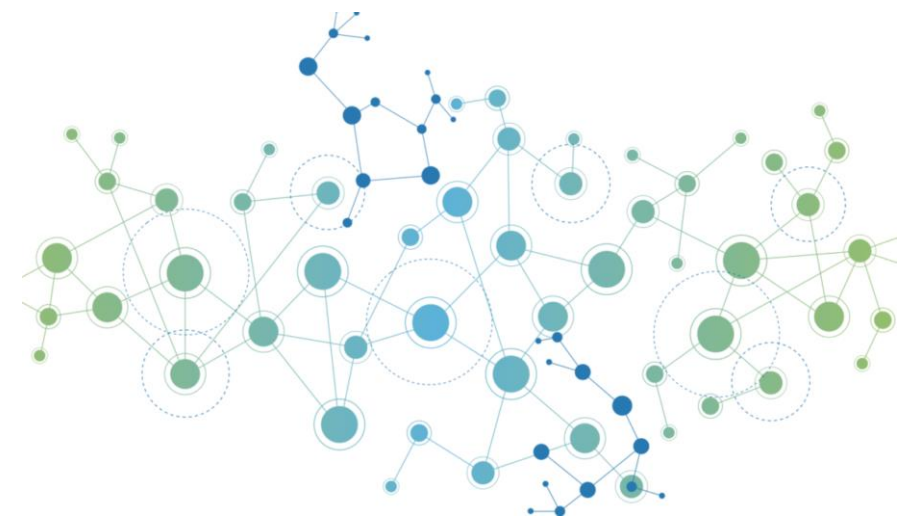
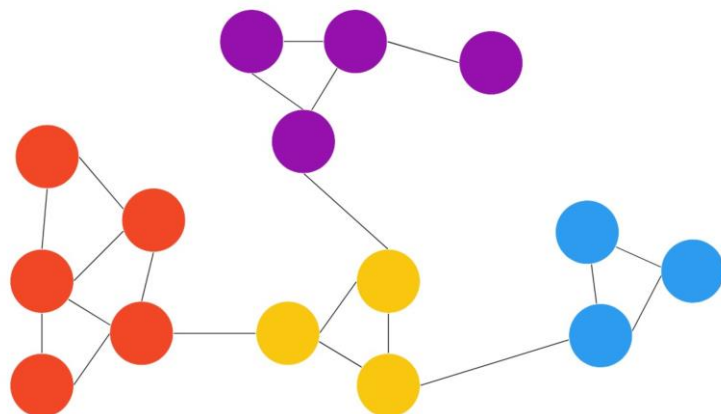


RESEARCH PURPOSE

Purpose: to examine the feasibility of using narrative analysis methods to study the structure and dynamics of entrepreneurial networks

Gaps to be filled:

- Apply narrative analysis to study entrepreneurial networks in the Russian context
- Reveal the role of formal and informal networks in business





NARRATIVE ANALYSIS

A qualitative method that focuses on the individual as the unit of analysis

Reveals «entrepreneurial story» of starting business

Describes achievements and fails, roles of different individuals and structures in this process

Finds out real goals of the company inbuilt in communal, contextual, and moral dimensions

Helps to find entrepreneurial strategies and the challenges of running a business embedded in cultural contexts

provides a more rich and realistic understanding of entrepreneur motivation and behavior, the processes in entrepreneurship



LITERATURE REVIEW

Stages in the entrepreneurial network development (Edvardsson, 2008; Sabatini, 2020)

Entrepreneurial careers build on social relationships and networks (Sorenson, 2018; Korhonen, Leppaaho, 2019; Tomy, Pardede; 2020)

Formal networks: combining marketing activities to raise public awareness, organizing cross-clusters networking events, acquisition of public funding for cross-clusters R&D projects, political lobbying, employee training, joint participation in international trade affairs (Waltermann et al., 2019)

Informal networks: exchange of know-how, sharing of experience, advice seeking, obtain industry information (Cappone, Lazzeretti, 2018; Lawal et al., 2018; Huang et al., 2022)

Narrative analysis is widely spread in management, sociology, history, psychology, economics, archaeology (Buttriss, Wilkinson, 2006; Edvardsson, 2008; Sharp et al., 2019; Sabatini, 2020; Josselson, Hammack, 2021)

Narrative analysis is used to extend the entrepreneurship theory (Johansson, 2004; Buttriss, Wilkinson, 2006), analyze cultural context of entrepreneurship (Lindh de Montoya, 2004; Gusel, 2021), reasons of entrepreneurship success and failures (Forsman, 2021)

Narrative analysis describes entrepreneur portrait and motivations, start-up growth process and stages, events that took place (Audretsch, 2022), partnership development (Sabatini, 2021)



METHODOLOGY

- 315 interviews with businessmen on the Internet
- 40 semi-structured interviews
- Entrepreneurial stories from Youtube
- Method of data analysis: thematic content analysis (QDA Miner)





CATEGORIES FOR THE CONTENT ANALYSIS

Network

Social entrepreneurship

Starting a business

Government

Type of business

Event

Mission and vision





RESULTS AND DATA ANALYSIS: THE MOST FREQUENTLY MENTIONED NOUNS

American entrepreneurs	Average amount per 10K words	Chinese entrepreneurs	Average amount per 10K words	Russian entrepreneurs	Average amount per 10K words
Business, companies, office work, project, work	75,3	Business, companies, office work, project, work	118,9	Business, companies, office work, project, work	127,4
People	30,9	Time	46	People	36,2
Time	18,3	Market, consumers	36,1	Time	22,5
Market, clients	10,6	Development	23,1	Market	16,3
Product	10,3	Management	20,8	Money	10,6
Idea	7	People, man	31,2	Development	9,7
Money	6,6	Technologies, equipment	11,5	Opportunity	7,7
Experience	6,1	Money	13	Product	6,4
Opportunity	5,7	Father	9,4	Idea	3,7
Problem	3,3	Product	7,5	Support	3,7
		Staff	7	Partners	3,5
		Responsibility	6	Experience	3,1



FREQUENCY ANALYSIS OF MENTIONS IN INTERVIEWS WITH RUSSIAN ENTREPRENEURS

Category	Tags	Mentions	Share of mentions
Network	friends/acquaintances	59	19%
	relatives	59	19%
	classmates	7	2%
	counterparties	50	16%
	father/mother	29	9%
	diaspora	4	1%
	partner, companion	12	4%
Social entrepreneurship	social business activities	10	3%
Starting business	after the graduation	21	7%
	with the help of friends	7	2%
	after serving in the army	6	2%
Government	support	7	2%
	barriers	3	1%
Type of business, entrepreneur	small business	19	6%



CONCLUSIONS

- Narrative analysis as a promising research method:
 - suits the goal of looking for insights that could be impossible to gain by other types of research
 - allows to describe events, factors, actors that lead to a company success or failure, study phases of relationship / network development and its role in the SME performance
- Preliminary results gained by narrative method applied to study entrepreneurial networks in the Russian context:
 - there are factors that prevent entrepreneurial networks development in Russia, namely: insecurity of property rights, cultural specifics, business considers matters of survival as most important but don't count on networking as a way to survive
 - informal networks (relatives, classmates, friends) are crucial for Russian entrepreneurs, formal networks much less important
 - government role more often mentioned in the negative or neutral connotation than in connection with business support, in spite of significant efforts of the Russian government to develop a system of measures to support SMEs

Thank you!



Your feedback is welcome

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