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CULTURAL ENTREPRENEURSHIP

*A New Agenda for the Study
of Entrepreneurial Processes
and Possibilities*

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Abstract: This Element provides an overview of cultural entrepreneurship scholarship and seeks to lay the foundation for a broader and more integrative research agenda at the interface of organization theory and entrepreneurship. Its scholarly agenda includes a range of phenomena from the legitimation of new ventures, to the construction of novel or alternative organizational or collective identities, and, at even more macro levels, to the emergence of new entrepreneurial possibilities and market categories. Michael Lounsbury and Mary Ann Glynn develop novel theoretical arguments and discuss the implications for mainstream entrepreneurship research, focusing on the study of entrepreneurial processes and possibilities.

Keywords: cultural entrepreneurship, entrepreneurship, organization theory, culture

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