

TECHNOLOGICAL ENTREPRENEURSHIP

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ABSTRACT

Based on an exploratory approach, this research project aims to understand technological entrepreneurship. Eleven semi-structured interviews were conducted in 2017 with entrepreneurs who create technology, from the province of Québec, in Canada. The analysis of their experiences made it possible to identify the success factors and barriers of technological entrepreneurship. These factors were analyzed according to the stages of innovation: conception, implementation, and marketing. As a result, this research provides a portrait of technological entrepreneurship by not only providing recommendations for budding technological entrepreneurs, but also by identifying some leads for future research.

Keywords: *Entrepreneur; Technological entrepreneurship.*

1. INTRODUCTION

Entrepreneurship is a research field interested in the discovery and exploitation of profitable opportunities (Shane and Venkataraman, 2003). These opportunities can only be exploited by the know-how and creativity of individuals who are described as entrepreneurs. In recent years, a new trend has emerged, namely technological entrepreneurship. More and more, companies develop technological innovations to launch new products related to these innovations. These new products can revitalize a declining industry or even create a new one. Although the development and commercialization of new technologies are important for economic growth, the study of technological entrepreneurship remains unique and singular. Indeed, this type of entrepreneurship is less linear and predictable than traditional entrepreneurship. Nevertheless, it brings enormous potential to regions and job creation. Technological entrepreneurship aims to create new technology companies (Shane and Venkataraman, 2003). It differs from classical entrepreneurship by developing new products and assets that are closely linked to advances in scientific and technological knowledge.

The objective of this research is to understand the dynamics of technological entrepreneurship and to define its outlines. To do so, an exploratory study based on semi-directed interviews was conducted with eleven technology companies in the province of Québec, in Canada. The data were analyzed according to the three phases of the simplified innovation process (Tiwari, 2007): conception, implementation, and marketing. The main findings highlight key success factors and barriers.

2. CONCEPT OF TECHNOLOGICAL ENTREPRENEURSHIP

Bailetti (2012) conducted a literature review on technological entrepreneurship. He identified the various definitions of this concept among the scientific articles published between January 1, 1970 and December 31, 2011. Thus, 93 articles published in 63 journals were retained during this census. First of all, Jones-Evans (1995) and Nichols and Armstrong (2003) define technological entrepreneurship as the creation of a technology-driven firm. Venkataraman and Saravathy (2001), however, remain global in addressing the challenges of this type of entrepreneurship. Other authors have identified the necessary elements for technological entrepreneurship. Garud and Karnøe (2003) discussed the processes and actors involved. Moreover, according to them, the technological firm is an agency that creates inputs necessary for the emergence of a technology. Liu et al. (2005) indicate the importance of resources and structures. Jelinek