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Habitual Entrepreneurs

Deniz Ucbasaran, Paul Westhead, Mike Wright

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Despite a number of success stories presented in the media, not all habitual entrepreneurs (entrepreneurs who have owned at least two businesses) are consistently successful. This book is inspired by the apparent dearth of rigorous research to underpin - or in some cases challenge - the popular perception of habitual entrepreneurs. It seeks to address the gap in the literature by shedding light on the phenomenon of habitual entrepreneurship. Deniz Ucbasaran, Paul Westhead and Mike Wright use a combination of theory and empirical evidence to illustrate why it is so important for researchers, policymakers, entrepreneurs and investors to distinguish between novice (i.e. first time) entrepreneurs and habitual entrepreneurs. Issues tackled include human capital characteristics, information search and opportunity identification behaviours, and the performance of different types of entrepreneurs. The book also highlights the heterogeneity of habitual entrepreneurs by drawing attention to serial and portfolio entrepreneurs. Developing a conceptual framework and an agenda for future research, "Habitual Entrepreneurs" will prove a significant reference tool for academics, students and researchers with an interest in entrepreneurship and SMEs. Its systematic analysis of the role of prior entrepreneurial experience in the venturing process will also be invaluable to practitioners such as policymakers, entrepreneurs and investors.

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