

THE UNCERTAINTY CONSTRUCTION: HOW ENTREPRENEURS DRIVES THE ECOSYSTEM IN UNKNOWN TERRITORIES UPON A SENSEMAKING PERSPECTIVE

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Introdução

Uncertainty is challenging for entrepreneurs face multiple uncertainties in different domains (market, technology, partners), in distinct time frames (past, present, and future), and combinatory ones. Uncertainty construction involves complex situations in which entrepreneurs face multiple and combinatory uncertainties. Such information and knowledge can also be fragile, poor, with contradictions, and biases. External actors can produce contradictory and erratic signals about their movements, goals, and actions.

Problema de Pesquisa e Objetivo

External actors can produce contradictory and erratic signals about their movements, goals, and actions. Market evolution could strongly depend on the capacity of projecting, foresight, envision.) recognizes that the perceptual nature of uncertainty and different entrepreneurial perceptions of uncertainty might dramatically affect the startup development, the current literature is silent about the following research question: How do entrepreneurs perceive and create a sense of uncertainty in the innovation ecosystem?

Fundamentação Teórica

Sensemaking is the process by which an individual can understand confusing, ambiguous or uncertain issues.

Discussão

we propose a new approach to uncertainty management through a sensemaking perspective and growth-based stories. This study contributes to the advance a growing research stream on uncertainty management (Gomes et al., 2020; O'Connor and Rice, 2013; Loch et al., 2008), uncertainty management in ecosystems (e.g., Gomes et al., 2018, Dattee et al., 2018, Adner, 2012), sensemaking entrepreneurial (Bhowmick, 2015; Poprawski, 2015; Weick et al., 2005), judgment entrepreneurial (Foss et al., 2019) and bricolage entrepreneurial (Alsos et al., 2020; Baker et al., 2003; Ritvala et al., 2014).

Conclusão

The theory of Sensemaking supports the uncertainties management and we prove this by uniting the main characteristics proposed by Weick (1995) and Weick, Sutcliffe, and Obstfeld (2005) with the stories of uncertainties overcome in the innovation ecosystem Future work can empirically test this theory through case studies and describing a more practical way managers can use this approach to create analytical meaning of uncertainties and thus manage them efficiently through strategic planning, even though uncertainties cannot be measured by means of probability, they can be planned deeply and the

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