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“Lost in Translation? Celebrating Entrepreneurship While Acknowledging Its Costs”

Abstract:

Entrepreneurship enjoys widespread appeal in nearly all capitalist nations, but start-up success has proved elusive for most entrepreneurs. We explain the low likelihood of entrepreneurial success by focusing on the contrast between organizational forms in terms of cultural codes that tap into widely held perceptions versus organizational forms in terms of blueprints that sustain effective guidance for organizational activities. The dilemma facing nascent entrepreneurs during their life course is the incomplete and fragmentary nature of these opportunities for learning about start-up practices. We conclude the article by offering suggestions for further research to discover what entrepreneurs actually do during the start-up process.

*Short bio

Howard Aldrich is distinguished professor and department chair of the Department of Sociology at the University of North Carolina at Chapel Hill and adjunct professor of management at UNC's Kenan-Flagler Business School.

His current research is in organizations and entrepreneurship. His new book is *An Evolutionary Approach to Entrepreneurship*. He is also the co-author with Martin Ruef of *Organizations Evolving*.

He received the Entrepreneurship Researcher of the Year Award from the Swedish Foundation of Small Business Research; the Max Weber Award for Best Book from the American Sociological Association's Section on Organizations, Occupations, and Work; and a Fulbright Scholar Award.

For more information, visit Aldrich's web page: <http://www.unc.edu/~healdric/>