

"The entrepreneur's emotionality, the emotional climate, and entrepreneurship education"

ABSTRACT: In this talk, I examine how entrepreneurs have an opportunity discovery approach or opportunity creation approach, mainly based on whether they are addressing what they know to be a consumer pain, need, or want; or whether they are addressing a consumer pain, need, or want that they believe the market does not have and that only they themselves envision. Entrepreneurs that follow an opportunity discovery approach versus an opportunity creation approach will tend to benefit from relying on evidence and constrained theorizing versus an unconstrained imagination, respectively. The entrepreneur's emotion-oriented tasks are largely different in these two approaches. With an opportunity discovery approach, the entrepreneur's task is to detect the market's pains, needs, and wants and respect the target market's emotions and emotionality (i.e. via empathy). However, under opportunity creation approaches, when the market does not know what to feel about the entrepreneur's offerings, the entrepreneur's task then is to create the market's pains, needs, and wants, discounting the market's (lack of) emotions and then imposing new ones. These two approaches involve very different emotional dispositions and emotion-oriented skillsets; mismatching skillset to approach sabotages entrepreneurial effort. Ensuring a match induces requirements for entrepreneurship education.