

> Friday, June 9<sup>th</sup>, 2023

14:00 – 15:30

> ICOR-INENT

# RESEARCH SEMINAR



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

## ‘PITCHING TO MAKE SENSE: HOW ENTREPRENEURS AND INVESTORS CREATE ENTREPRENEURIAL STORIES IN SITUATED INTERACTIONS’

BY JEAN CLARKE – EM LYON



### ABSTRACT

Research emphasises storytelling as a key means through which entrepreneurs gain stakeholder support, yet current understandings of this process remain focused on stories presented by entrepreneurs to stakeholders with little attention directed to the role of the audience, or their involvement in the process of sensemaking of the entrepreneurial narrative. Using a sensemaking lens, to illustrate how both entrepreneurs and stakeholders create, evaluate, adjust, and respond to the entrepreneurial story we conduct a discourse analysis of data from fifty-one investment pitches in the UK, focusing specifically on the naturally occurring interactions between entrepreneurs and investors during the “question and answer session” at the end of the investment pitch. We identify four interactive mechanisms – mutual harmonizing, misalignment-reframing, misalignment-reconciling, and disaffiliating which account for different outcomes: emergence of a shared understanding with no adjustments to the original story; emergence of a shared understanding with adjustments to the original story; and non-emergence of a shared understanding. Our fine-grained discursive work contributes to existing research by repositioning stakeholders as active participants who play a crucial role in creating and influencing entrepreneurial narratives showing in micro-detail the construction of sense between investors and entrepreneurs, allowing us to unpack the rich, evolving balance between agreement and opposition that underlies interactions between entrepreneurs and the stakeholder audiences.

**Keywords:** Entrepreneurial storytelling, sensemaking, investment pitch, interactions, discourse analysis

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## **‘TECHNOLOGIES, ORGANIZING AND SENIOR CITIZENS: UTOPIAN DYSTOPIA OR DYSTOPIC UTOPIA?’**

**BY BRYANT HUDSON – IÉSEG SCHOOL OF MANAGEMENT**

*Joint work with Farah Kodeih, Lin Dong, Romain Vacquier*



### **ABSTRACT**

As society faces a number of disruptive events and conditions, from war and pandemics to climate destruction, but also technological innovation and economic expansion, older forms of social arrangements and institutions become obsolete or inoperable, and vulnerable populations often face increased precarity and marginalization. Senior citizens, or the elderly, are one such population. While medical and other forms of innovation have increased the life expectancy of many, senior citizens nonetheless face increasing challenges as they age, including physical frailty, memory degradation, and other forms of incapacity. Traditional institutionalized ways of caring for the elderly in the family and at home have, for many in more prosperous conditions, given way in recent generations to retirement homes and nursing homes where their physical needs can be met (Fonad, Wahlin, Heikkila, & Emami, 2006). Yet for many senior citizens, these options of care are objectionable if not frightening, and lead to a greater sense of marginalization. And while innovations in technologies can assist seniors in many beneficial ways to remain in their own homes, some forms of technology, especially communications technologies, can create additional barriers and thus greater isolation and marginalization for seniors.

We use the example of senior citizens and communication technology to ask what institutional theory misses by not looking at marginalized social groups. While recent research has started exploring how marginalized individuals and social groups can challenge prevailing norms and structures that push them to the margins (e.g., Kodeih et al., 2023; Vijay et al., 2023), we still lack an understanding of how socially isolated and invisible groups experience their condition. Further, how can our understanding of inhabited institutions be enhanced by considering those persons who, despite being relatively socially embedded, are less socially engaged and interactive, due to declining ability and isolation, than the usual persons considered in our current formulations?

