Narrative and Discursive Approaches in Entrepreneurship

In their edited book Narrative and Discursive Approaches in Entrepreneurship, Daniel Hjorth and Chris Steyaert set out to advance the study of entrepreneurship. The authors challenge the academic discourse that, in their perception, has focused too much on empiricism and positivism, and too little on narrative and discursive approaches to understanding entrepreneurship. They argue that a linguistic turn in the social sciences can provide new insights into the field.

The book explores how narratives and discourses can be used to understand entrepreneurship, emphasizing rich description, reflexive conceptualization, and interpretations offered by participants themselves. It draws upon an international set of cases, including entrepreneurs in northern Norway, to illustrate the difficulties of imposing a particular interpretation on a given story.

By refocusing the lens of discovery from economics, management and marketing, the editors ask how these texts move you? They entice, provoke, challenge and stimulate a story of how the editors take us, indeed, to unexplored destinations.

The book aims to forward the study of entrepreneurship by stimulating and exploring new ideas and research practices in relation to new themes, theories, methods, pragmatic stances and data. It will be enlightening for many readers, offering alternative readings of them, and proposing new and expansive ways of thinking about entrepreneurship.

Daniel Hjorth and Chris Steyaert have included opening and closing sections that link the chapters, incorporating both the context and place of entrepreneurship. From the perceptive of understanding the entrepreneurial process, noticing new methodological threads which have to do with “how the authors have become opening and closing relations that are to be interpreted narrative and discursive work.”

This fascinating book will provide students and researchers of entrepreneurship, business administration and management with new perspectives on how to study and write (on) entrepreneurship.