

Chapter 6

The Studies on Veteran Entrepreneurship in the Past Decade in China: A Literature Mapping

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ABSTRACT

To have a thorough understanding of the current state of veteran entrepreneurship in China, a literature mapping was made on the basis of 235 related articles and research literature published in the past decade (from 2010 to 2019), which are open to the public and available on the China National Knowledge Infrastructure (CNKI). Via combing through the above findings, the authors tried to unlock a phase with prominent rise of corresponding research papers and its possible reason, reveal the leading research power and their correlation, and also explore a potential research trend in the future. On the basis of the overall context and generalization of the status quo and limitations of this field during the past 10 years, reference and guidance can be provided for future study and policy making.

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RESEARCH BACKGROUND

Definite verification can be seen that a high level of the overall entrepreneurial activity is related to high rates of economic growth (Urbano & Aparicio, 2016) and necessary economic sustainability (Henry et al., 2003). Therefore, the notion of entrepreneurship has appeared in numerous literature and become an important research field of management and academic literature. There has been a recent, burgeoning interest in the factors behind entrepreneurial dynamics and firm performance (Toth, 2012). Although most firms are small compared with the companies that economists usually study in the long run, these small firms are playing an increasingly important role in the economy (Brock & Evans, 1989). Studies were carried out from diversified perspectives, such as the relationship between entrepreneurial orientation (EO) and firm performance, environmental dynamism (Lee & Chu, 2013), positive influences of human capital and management quality on entrepreneurial firms (He & Li, 2016), understanding the effects and importance of entrepreneurship training (Fairlie et al., 2015), personal characteristics of entrepreneurial spirit, creativity, and innovativeness (Puffer et al., 2018) and entrepreneurship within university research labs (Roach, 2017) etc. According to Black S. E. and Strahan P. E. (2002), no matter what the focus is, entrepreneurial activity is measured by the log of new business incorporations per capita in a state during the year. Wherein, the same subject, entrepreneurs, who get unavoidably involved in entrepreneurial activities, thread throughout the researching process and cannot be ignored as elites sharing responsibility for any of the individuals and institutional perspectives (Greenwood & Suddaby, 2006).

Because entrepreneurs are critically important, they are considered as individuals responsible for the process of watching for opportunities (Kirzner, 1973), without whom no new value would be created (Bruyat & Julien, 2001). The idea of a public entrepreneur originates with the noted economist Joseph Schumpeter in the 1940s, but was brought to fuller understanding by Robert Dahl in the 1960s (Sheingate, 2003). Since the 1980s, small business owners and entrepreneurs have been receiving greater recognition as drivers of economic growth (Soriano, 2017), because the private players have shown strong possibility of “colluding and speculating behavior” (Goyal, 2011). Self-employed individuals are considered to be more likely to experience more autonomy, exercise more judgement, have more creative and entrepreneurial tasks, and experience more task diversity (Bjørnskov & Foss, 2020). The relations between the institutional environment and entrepreneurship are an area which is largely understudied, and the entrepreneurship literature tends to assume a positive approach by focusing on the individual-opportunity nexus in entrepreneurship (Auplat, 2006). By further exploration of the relationship, a special group, military veterans, is gradually drawing more attention, whose military values of hard work

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