Why Do “Scientific” Entrepreneurs (Successfully) Take More Time to Act? Evidence from a Field Experiment

Thursday, 16 May 2019, 2 PM
Aula Kessler, Palazzo di Sociologia, Via G. Verdi 26, Trento.

Speaker:
Arnaldo Camuffo – Bocconi University

Discussants:
- Lucas Sage – PhD student – Sociology and Social Research
- Valeria Fanghella – PhD student – Economics and Management

Abstract
This study examines the impact of a scientific approach to decision-making on early-stage entrepreneurial firms. We argue that if entrepreneurs formulate their problems clearly, develop theories about the implications of their actions, and test these theories, they can make better decisions. Specifically, our theory predicts that “scientific” entrepreneurs: (i) exit earlier rather than later; (ii) pivot earlier; (iii) start earning revenues later. We test these predictions by embedding a field experiment in a pre-accelerator program, and treat entrepreneurial teams by training them on how to use a scientific approach to business development. The control group receives the same type of training, but is not taught to use the scientific approach. Our results are consistent with our predictions.