

Investigation Of The Dynamic Of Entrepreneurial Change Brian McKenzie*

This study describes the adaptive behavior of a group of self-identified entrepreneurs. The study analyzes the oral histories of these entrepreneurs in an attempt to find commonality in their patterns of change and develops preliminary theory from this data. A common pattern of adaptive behavior was discovered in this study and is referred to as the dynamic of entrepreneurial change. This research has important implications for the practice of entrepreneurship. It is hoped that this research will offer the practitioner guidelines for the determining when to use loose adaptive strategies and when to use elaborate business planning strategies.

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