

Table 3.1.1. *Studies on language and entrepreneurship by entrepreneurship scholars*

Authors	Topic	Theory	Method	Country	Why Included?
Ahl and Nelson (2015)	Women entrepreneurs in entrepreneurship policy in Sweden and the United States	Theory of discourse	Discourse analysis	Sweden, United States	Method
Ahl (2006)	Discourse analysis of women entrepreneurship	Feminist theories	Discourse analysis	Sweden	Method
Ahl (2007)	Narrative analysis of an entrepreneurship case study from the gender perspective	Discourse, power and change Gender and feminist theories	Narrative analysis	Sweden	Topic and Method
Allison, Davis, Short and Webb (2014)	Linguistic cues and crowdfunding success	Cognitive evaluation theory	Quantitative (content analysis)	United States	Content and Method
Allison, Davis, Webb and Short (2017)	Persuasion in crowdfunding	The elaboration likelihood model of persuasion	Quantitative (content analysis)	United States	Content and Method
Allison, McKenny and Short (2013)	Entrepreneurial rhetoric and microlending success	Political rhetoric	Quantitative (content analysis)	United States	Content and Method
Anglin, Short, Drover, Stevenson, McKenny and Allison (2018)	Positive psychological capital language and crowdfunding performance	Signaling theory	Quantitative (content analysis)	United States	Content and Method
Anglin, Wolfe, Short, McKenny and Pidduck (2022)	Narcissistic rhetoric and crowdfunding success	Social role theory	Quantitative (content analysis)	United States	Content and Method

Table 3.1. (*cont.*)

Authors	Topic	Theory	Method	Country	Why Included?
Barringer, Jones and Neubaum (2005)	Characteristics of rapid growth firms and their founders	Entrepreneurship literature	Quantitative (content analysis)	United States	Method
Benson, Brau, Cicon and Ferris (2015)	Impression management in the IPO context	Impression management literature	Quantitative content analysis	United States	Content and Method
Byrne and Shepherd (2013)	Sense-making of business failure	Entrepreneurial failure	Qualitative, narratives	United States	Method
Courpasson, Dany and Marti (2014)	Organizational entrepreneurship as active resistance	Entrepreneurship and resistance theories	Personal narratives	France	Method
Dey and Mason (2018)	Entrepreneurial use of critical speech and social change activity	Courageous speech (Foucault)	Qualitative Conceptual	France, Australia	Topic
Downing (2005)	Narrative and dramatic processes in entrepreneurship	Institutional theory Literature on narratives	Conceptual	UK	Topic
Drakopoulou-Dodd (2002)	Grounded cultural model of entrepreneurship	Metaphors literature	Content analysis	Greece	Content and Methods
Drori, Manos, Santacreu-Vasut, Shenkar and Shoham (2018)	Language and market inclusivity for women entrepreneurship	Performativity theory	Quantitative	International	Topic
Fischer and Reuber (2014)	Online entrepreneurial communication	Institutional theory	Qualitative/Mixed Content analysis	Canada	Content and Method
Fisher, Kuratko, Bloodgood, and Hornsby (2017)	Legitimacy building among different audiences	Institutional theory	Conceptual	United States	Topic

Fletcher (2007)	Narratives and entrepreneurship research	Narratives	Conceptual	UK	Content
Garud, Schildt, and Lant (2014)	Story-telling, setting expectations and gaining legitimacy	Institutional theory, sociology of expectations, story-telling	Conceptual	United States, Finland	Content
George and Bock (2010)	Discourse analysis of business models	Business model literature	Discourse analysis	UK	Method
Guo, Yu and Gimeno (2017)	Competition, communication vagueness and market entry	Inter-firm rivalry and strategic communication	Quantitative (content analysis)	United States, China and France	Content and Method
Harmeling (2011)	The role of contingencies in opportunity recognition	Literature on entrepreneurial opportunities	Conceptual Narrative approach	United States	Method
Hechavarria, Terjesen, Stenholm, Brannback and Lang (2017)	Gendered linguistic structures and early stage entrepreneurship	Linguistic relativity theory	Quantitative	United States, Finland	Topic
Hjorth (2007)	Narrative approach in entrepreneurship	Narratives literature	Conceptual	Denmark	Content
Jennings, Edwards, Jennings and Delbridge (2015)	Emotional arousal and entrepreneurial outcomes	Emotions in entrepreneurship	Narrative/ content analysis	Canada and UK	Method
Kanze, Huang, Conley and Higgins (2018)	Gender bias in entrepreneurial fundraising	Regulatory Focus Theory	Quantitative, content analysis	United States	Method
Lee and Huang (2018)	Gender bias, social impact framing and new venture evaluation	Gender stereotypes	Quantitative	United States	Content
Lundmark and Westelius (2013)	Metaphors underlying entrepreneurial discourse	Literature on metaphors	Conceptual	Sweden, Australia	Topic
Malmstrom, Johansson and Wincent (2017)	Discourse analysis of venture capitalists' evaluation of female and male entrepreneurs	Gender stereotypes and Role Congruency Theory	Qualitative	Sweden	Method
Mantere, Aula, Schildt and Vaara (2013)	Narrative attributions of entrepreneurial failure	Attribution theory	Qualitative	Nordic countries	Content

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Authors	Topic	Theory	Method	Country	Why Included?
Marlow and McAdam (2011)	Sex role attribution, gendered ascriptions and experiences of women entrepreneurs	Gender and entrepreneurship	Life history narrative	UK	Method
Marlow and McAdam (2013)	Gendered identity work in the context of business incubation	Gender and entrepreneurial legitimacy	Discourse analysis	UK	Method
Martens, Jennings and Jennings (2007)	Entrepreneurial narratives and resource acquisition	Signaling theory, literature on narratives	Quantitative (content analysis) Narratives	United States and Canada	Content and Method
Micelotta, Washington and Docekalova (2018)	Industry gender imprinting and new venture creation	Institutional theory	Quantitative (content analysis)	United States, Canada	Method
Moss, Neubaum, and Meyskens (2015)	Signalling on crowdfunding platforms	Signaling theory	Quantitative (content analysis)	United States	Method
Moss, Renko, Block and Meyskens (2018)	Linguistic hybridity and microlending	Category membership and spanning	Quantitative (content analysis)	United States and Canada	Content and Method
Moss, Short, Payne and Lumpkin (2010)	Organizational identity and social ventures	Organizational identity literature	Quantitative (content analysis)	United States	Method
Navis and Glynn (2010)	Emergence of New Market Categories	Organizational identity and market category literature	Mixed methods	United States	Content
Nicholson and Anderson (2005)	Sensemaking role of figurative language in social construction of entrepreneurship	Structuration theory, literature on metaphors	Quantitative (content analysis)	UK	Content and Method
Ogbor (2000)	Critical discourse analysis of entrepreneurial studies	Postmodernism and critical theory	Discourse analysis	United States	Content and Method

Parhankangas and Ehrlich (2014)	Impression management in entrepreneurial finance	Impression management theory	Natural experiment, content analysis	United States	Topic, Method
Parhankangas and Renko (2017)	Linguistic style and crowdfunding success	Language expectancy theory	Natural experiment, content analysis	United States	Topic, Method
Perren and Jennings (2005)	Government discourses on entrepreneurship	Discourse analysis	Discourse analysis	UK	Content and Method
Phillips, Tracey and Karra (2013)	Narrative identity work in venture creation and early growth	Network literature	Narratives	UK	Content and Method
Pollack, Rutherford, and Nagy (2012)	Characteristics of entrepreneurial pitches and fund-raising success	Narrative sense-making	Quantitative	United States	Method
Powell, Hamann, Bitzer and Baker (2018)	Cross-sector partnerships addressing social challenges	Conflict literature	Mixed methods, including narrative approach Human coding of themes	South Africa, Netherlands, United States	Method
Ruebottom (2013)	Rhetorical strategy in social entrepreneurship	Institutional theory and entrepreneurship	Qualitative (case)	Canada	Topic
Schultz, Marin and Boal (2014)	Impact of media on the legitimacy of new market categories	Institutional theory	Quantitative	United States	Topic
Singh, Corner and Pavlovich (2015)	Venture failure and stigmatization	Research on stigma	Narrative analysis	New Zealand	Method
Steyaert (2007)	Narrative approach in entrepreneurship	Narratives literature	Conceptual	Switzerland	Content
Van Werven, Bouwmeester and Cornelissen (2015)	Typology of arguments and gaining legitimate distinctiveness	Institutional theory and literature on arguments	Conceptual	Netherlands	Topic
Waldron, Fisher and Navis (2015)	Use of rhetoric in institutional entrepreneurship	Institutional theory	Qualitative	United States	Topic
Watson, Dada, Wright and Perrigot (2017)	Entrepreneurial orientation rhetoric in franchise organizations	Entrepreneurial orientation , cross-cultural literature	Quantitative, content analysis	UK, Australia, France	Content and Method

Table 3.1. (cont.)

Authors	Topic	Theory	Method	Country	Why Included?
Wolfe and Shepherd (2015)	Failure of innovative projects and narratives' emotional content	Narratives as sense-making	Quantitative (content analysis)	United States	Content and Method
Wolfe and Shepherd (2015)	Entrepreneurial orientation, emotions and failure narratives	Entrepreneurial orientation, emotions, use of narratives for sense-making	Content analysis, narratives	United States	Method
Wright and Zammuto (2013)	Institutional entrepreneurship in mature cultural fields	Institutional theory, institutional entrepreneurship	Discourse analysis	Australia	Method
Zilber (2006)	Discourse analysis of high tech in Israel	Institutional theory	Discourse analysis	Israel	Methods
Petkova, Rindova and Gupta (2013)	Media attention and sense-giving attention in VC-backed firms	Institutional theory, sense-making/sense-giving literature	Quantitative	United States	Content
Wry, Lounsbury and Glynn (2011)	Legitimizing collective identities in cultural entrepreneurship through stories	Collective identity, institutional theory	Conceptual	United States	Content
Steigenberger and Wilhelm (2018)	Rhetorical signals in crowdfunding	Signaling theory	Quantitative	United States	Content

[1] www.bbc.co.uk/news/technology-34516907

[2] www.kickstarter.com/projects/85244514/grilled-cheesus

[3] While transdisciplinary approaches to entrepreneurial communication, where a comprehensive new framework is created through an overarching synthesis of multiple disciplines, are warranted, we believe that deepening multidisciplinary and interdisciplinary collaboration is required before a truly transdisciplinary work can be conducted.

[4] **Do Good Bus Tour** (628 backers , \$102,000) <https://startsomegood.com/do-good-bus-tour-with-foster-the-people>

Let's Clean up Canada (259 backers , CA\$ 51,548) www.kickstarter.com/projects/1341606466/lets-clean-up-canadas-climate-and-energy-debate