

Creative Self-efficacy and Innovation Speed of New Ventures: The Mediating Role of Entrepreneurial Bricolage

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Abstract : Evidence shows that start-ups success is positively correlated with innovation speed. However, new ventures are seldom able to acquire abundant resources for new product development (NPD), which means that entrepreneurs may depend on personal creativity instead of physical investments to achieve and accelerate speed of first product launch. This study accentuates the role of entrepreneurial bricolage, which defined as making do by applying combinations of the resources at hand to new problems and opportunities, in the relations of creative self-efficacy and innovation speed. This study uses structural equation modeling to test the hypotheses in a sample of 203 start-ups operating various creative markets. Results reveal that creative self-efficacy is positively and directly associated with innovation speed, whereas entrepreneurial bricolage plays a full mediator. These findings offer important theoretical and practical implications.

Keywords : creative self-efficacy, innovation speed, entrepreneurial bricolage, new ventures

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