



University of Sussex

Business & Management

Seminar series

Date: Wednesday 5 December

Speaker: Mirela Xheneti (Sussex)

Title: Strategizing the border location: a bricolage perspective on informal entrepreneurial activities

Abstract: In this paper, we advance an understanding of informal entrepreneurial action drawing on bricolage concepts and their focus on resourcefulness and adaptability of individual actors within a particular context. Drawing empirically on a qualitative study of households in four internal and four external border regions of the European Union, we argue that those excluded from the processes of economic and social transformation in borderlands whilst affected in their actions by the broader institutional and social context retain, nevertheless, some agency, in shaping the economic and social relations in borderlands. The paper makes two contributions: first, we emphasize that the integration of entrepreneurial and institutional bricolage is supported by a socialized view of entrepreneurial behaviour. Second, by emphasizing the resourcefulness and adaptability of individuals engaged in informal entrepreneurial activities and the way their entrepreneurial action affects processes of economic and social transformation, we increase the recognition of a diversity of social actors in studies of (institutional) entrepreneurship.