Conforming non-conformists: semiotic manifestations of an entrepreneurial identity.

Date
2003-06

Author
Smith, Robert
Anderson, Alistair R.

Metadata
Show full item record

Citation

Abstract
Existing research has exposed the role of myth and metaphor in the social construction of entrepreneurship. This study considers the physical images portrayed, an appreciation of which presents a useful additional dimension in understanding the entrepreneurial construct. The role of image and identity is seldom considered in serious entrepreneurial academic work although it forms a concrete presentation of expectation, albeit of a stereotypical nature. The categorisation and analysis of the components of an entrepreneurial identity widens our knowledge about entrepreneurship as a socio-economic phenomenon. These images form part of the identity of enterprise, a physical manifestation of a nebulas phenomenon and act as ‘visual metaphors’. This study extends research into the entrepreneurial narrative by the semiotic analysis of entrepreneurial imagery, examining how these entrepreneurial identities and images are constructed in narrative and in the media as a semiotic formula, which surprisingly has much in common with class based, criminal iconology.

Publisher link

Permalink for this record
http://hdl.handle.net/10059/715

Collections in which this item appears
Conference publications (Management)

Semiotics, the doctrine of signs, is a useful tool for exploring the depth and scope of what we mean by entrepreneurship. Consequently this chapter argues that an appreciation of entrepreneurial semiotics enables an understanding of the meanings of enterprise; what it is; how it is practised; why it is practised and why it is encouraged. Many of these meanings lie at the ideological level, they are taken for granted, often implicit, rarely explicit, but analysis of entrepreneurial symbolism gives us some purchase in understanding.