Opportunity Recognition and Exploitation and The Entrepreneurial Firm: Firm Size Differences

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Abstract: While opportunity recognition is the important starting point for entrepreneurs, there is a paucity of research exploring the phenomena. There is even less research exploring the phenomena over time. The present work analyzes data from two points in time, 1989 and 1998 and explores the differences in the opportunity recognition between smaller and larger firms. The authors propose that while prior work has demonstrated that the opportunity recognition and exploitation processes of the 1989 and 1998 firms were similar, larger technology-based entrepreneurial firms will evidence different patterns of opportunity recognition and exploitation than similar but, smaller firms.