ABSTRACT

Within marketing channels, reputation and status matter a great deal not only for brand success, but for the creation of relationships within the channel. As such, understanding the dynamics of status within entrepreneurial communities can help us to understand the interface between marketing and entrepreneurship. Open innovation communities are entrepreneurial by definition. This study examines the temporal dynamics that influence an individual’s status movement within an open innovation community. Because stable status hierarchies emerge within an open innovation community, it is important for innovators who wish to establish high status to do so quickly. Structural and institutional forces begin to work immediately to establish an individual’s status position. As tenure increases and an individual’s reputation becomes increasingly entrenched, it becomes difficult to generate changes in status position, in essence trapping him in his current social strata. Therefore, members of this entrepreneurial community who desire high status should work swiftly, or run the risk of being cast into an inert low status position.