

Reconceptualization of entrepreneurial expertise

a multi-dimensional model

Author(s)

Martina, Richard A.

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Carlos Alós-Ferrer | Martin Reimann | Oliver Schilke

Office in Germany:

An der Hintermühle 5

Starnberg, Germany 82319

Office in the USA:

American Psychological Association

c/o Daniya Tamendarova

750 First Street, NE

Washington, DC 20002, USA

E-Mail: info@neuropsychoeconomics.org

Internet: <http://www.jnpe.org>

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Reconceptualization of entrepreneurial expertise: a multi-dimensional model

Richard Martina³⁸

Abstract

Knowledge about entrepreneurial expertise, how experts think and make decisions have progressed in the last decade. Despite this advancement, studies have struggled to provide a general conceptual model of expertise that is empirically validated. We attribute these limitations to the lack of existing conceptualization of entrepreneurial expertise to take into consideration individual's dual cognitive processes and the multiple dimensions of entrepreneurship. Therefore, in this study, we advance a multi-dimensional model consisting of dual cognitive processes containing analytical and emotion-based information processes. We suggest three broad categories of entrepreneurial knowledge that are malleable to the specific sector in which an entrepreneur operates. Finally, we present testable propositions regarding the antecedents of entrepreneurial expertise.

³⁸ Corresponding author: Richard Martina, The Amsterdam University of Applied Sciences, r.a.martina@hva.nl.