

Title: The Evolution of the Collective Heart and Mind of Entrepreneurship: Evidence from Over Two Decades of Newspaper Coverage in the U.S

Speaker: Siddharth Vedula, TUM School of Management

Area: Entrepreneurship

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Abstract:

We use a linguistic lens to develop a first-of-its-kind, longitudinal view of collective emotion and cognition about entrepreneurship as reflected in the U.S. print news media. We analyze our custom dataset of 690,088 articles published in 103 regional and national newspapers between 1996 and 2016 using validated psycholinguistic measures, and topic modeling. Our findings point to the swelling of the 'collective heart' (i.e., increasingly positive views), and the concurrent contraction of the 'collective mind' (i.e., decreasingly analytic views) of entrepreneurship over two decades. Among the 21 cognitive frames (i.e., topics) driving these patterns, 'entrepreneurial aspirations and journeys' leads the charge. We discuss implications for entrepreneurial emotion and cognition research, and the promise of our methodology for developing new indicators of cultural attitudes towards entrepreneurship.

Speaker Profile:



Prof. Vedula's research interests are in the geography of entrepreneurship and environmental entrepreneurship. He has researched a wide array of topics including spatial contagion behavior in the venture capital investment industry, regional differences in the adoption of green building practices, how ideological differences in communities shape renewable energy entrepreneurship, and the dynamics of regional entrepreneurial ecosystems.

Prof. Vedula completed his Bachelors degree in Physiology and Mathematics from the University of Toronto. He subsequently obtained a Masters degree in Biomedical Engineering from McGill University, and a Ph.D. in Strategic, Organizational, and Entrepreneurial Studies from the University of Colorado Boulder. He then worked as an assistant professor of Entrepreneurship at Babson College. Since November 2020, Prof. Vedula was appointed to the professorship for Entrepreneurship and Communities at TUM.

Webpage Link: <https://www.ie.mgt.tum.de/en/ent/team/cv-siddharth-vedula//>