

Does Culture Affect the Effort to Endorse Technological Entrepreneurship?

Danny P. Soetanto*

*Faculty of Technology, Policy and Management, University of Technology, PO BOX 5015,
2600 GA Delft. The Netherlands*

**Corresponding author. E-mail: d.p.soetanto@tbm.tudelft*

ABSTRACT

It is well-known in the literature, that culture may explain why some countries are more open to new things and innovate faster than others, or why some countries are more entrepreneurial than others. In the case of endorsing technological entrepreneurship, it is interesting to know whether culture also plays a role. One of the popular policies in endorsing the technological entrepreneurship is establishing a technology incubator. However, studies on culture or other factors that contribute to the incubator growth are relatively scarce. In reality, factors such as culture and regional condition seem to be important and should not be neglected by policy makers. For this reason, I would like to explore these factors of how they support and inhibit the growth of technology incubators. Using the Hofstede's cultural framework, this study tries to assess the role of culture in the growth of incubators. This study also uses regional factors such as regional condition and stakeholders' involvement as a predictor of the incubator growth. As a sample, 31 case studies on the incubator are included in this study. Considering the small number of sample in this study, Rough set theory is applied as it is capable of transforming a collection of meta-data into structured knowledge. The result confirms the hypotheses that all the factors (culture, economic condition, and stakeholder support) contribute to the growth of the incubators. Therefore, it is important for policy makers to consider their regional condition before establishing an incubator

Key words: Entrepreneurship, Incubator, Culture

INTRODUCTION

Culture is something that is inherited from the mind of people and is influenced directly and indirectly by society (Hofstede, 1991). It explains why people in some countries differ from other people in other countries in several aspects. Many researchers have used culture to explain about a new phenomenon in economy, namely entrepreneurship. This aspect may explain why some countries are more open to new things and innovate faster than others, or why some countries are more entrepreneurial than others. It also clarifies why people in some countries dare to open or invest on a new business, whereas in other countries people prefer to stay on their job and feel safe by keeping their money in the bank.

In recent years, research on entrepreneurial culture has been flourishing. There are two main streams of study about entrepreneurship. The first stream focuses on the characteristics of entrepreneurs called the trait approach. The second focuses on the influence of social, political, and economic contextual factors and is called the environment approach. Both approaches mention culture as an important factor of entrepreneurship.