

Exploring the social prestige of Finnish entrepreneurs

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Abstract

Purpose

Entrepreneurs are a fundamental source of economic growth and prosperity of today's societies. Understanding the socio-cultural factors that support potential entrepreneurs is vital. The focal construct of this research is the social prestige of an entrepreneur: the perception of the value and appreciation of entrepreneurs in the eyes of their friends and peers. The research explores how the social prestige – the perceived social – value of entrepreneurs – can be conceptualized and empirically captured.

Theories and Methodology

Drawing upon theories from entrepreneurship, organization and sociological research, the present work develops novel concept of social prestige of entrepreneurs. The empirical research is based on a four-step item generating process. The process explains and validates the created theoretical sub-dimensions of social prestige. The process includes a mix of qualitative (interviews) and quantitative (online questionnaire) methods, and explains and validates the created theoretical sub-dimensions of social prestige. The identified theoretical sub-dimensions of prestige are: moral legitimacy, cognitive legitimacy, pragmatic legitimacy, emotional legitimacy, status, reputation and uniqueness. Based on these seven theoretical sub-dimensions, a large pool of items was created in order to develop the base for a measurement of 'social prestige of entrepreneurs'.

Findings

Based on the four-step item generation process, a specific set of items are defined that can be used in future research to observe the level of social prestige of entrepreneurs. In doing so, the present work reflects a first step towards conceptualizing and measuring the social prestige in field of entrepreneurship.

The study's findings also emphasize the need for conducting future research of social prestige of entrepreneurs more globally and for exploring further the supportive role of closest friends and peers to possible entrepreneurs. In conclusion, the develop measure of social prestige can open a new ways to analyze social influences on the entrepreneur's mindset, intention and possible start up behavior.

Keywords Entrepreneurs, Social Prestige, Reference Groups, Measurement Development

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“I believe that continuous studying and self-development are essential traits for a successful entrepreneur in today's turbulent global economy, and I see this as the perfect moment to challenge my thinking and deepen my skills. Aalto University is a natural choice for me, as I wish to develop myself with the best in a cross-disciplinary, international and innovative atmosphere ...”

- Part of an application letter to apply for master studies in spring 2012

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1 INTRODUCTION

1.1 Background

Contextualizing entrepreneurship is challenging. Empirically the step to cross many sectors and to gather a comprehensive picture of the studied subject seems rather hard. Despite the previous studies on doing so, social norms on entrepreneurial action (Meek et al., 2010) or using item generation to able to develop a measurement to recognize entrepreneurial alertness (Tang et al., 2012), the social environment that has an impact on entrepreneurs has not been discussed in further detail. The dynamic nature of entrepreneurship makes the study especially challenging. Regardless of the previous research on regional, cultural and behavioral fields (in entrepreneurial context), the importance of friends and peers remains unknown.

The most popular approach of the entrepreneurial studies seems to be institutional, organizational, transnational or economic point of views. Yet the most popular aim among the research has been very scattered in entrepreneurial studies. In comparison, if the research has been conducted for organizations' needs, for them to function and perform better the research normally consecrates on finding employees, satisfaction, need and behavior (Fuller et al., 2006; Brown et al., 1986; Cardon et al., 2010). Therefore, it would bring great value to societies and economies to specify the factors, which explain how entrepreneurs create new businesses and "perform better".

The need to understand entrepreneurs better is global. According to the newest OECD (2014) research about entrepreneurship, bigger scale also points out the problem; an individual is affected on many levels when making a decision to be or become entrepreneur. Having a suitable business idea as well as the money to build businesses are seen as two major factors to become or not to become an entrepreneur. Yet nations' entrepreneurial results seem to vary, from role-model importance to job-dissatisfaction (OECD, 2014).

“Understanding the motivation for business start-ups provides important insights into the development of policies to support entrepreneurship and in particular policies that differentiate between “opportunity” and “necessity” entrepreneurs” (OECD, 2014, p. 88). The need for more information about entrepreneurs is recognized, yet the motivation factors of entrepreneurs have not been more specified. Another result told by the OECD (2014) research is that countries with low burdens on starting-up a business tend to have higher percentages of “opportunity entrepreneurs”. In other words; if you are not forced to build a business, individuals are less active to just build one without any new business idea. Interestingly to the social scope of this research it was also noted that having a role model is very important in some cultures, while in other cultures less than 50% of individuals think so (OECD, 2014, p. 88). What does this mean in socio-cultural context? Are friends and peers considered to be role models or not? If the friends and peers are not considered as role models, but as equal, could their opinions or actions be considered to support new businesses?

The official global statistics are important and vital for the understanding of the economic situation of the OECD countries, still more specific measures are needed to understand an entrepreneur in the national and grass root level. A good example of this root level understanding is the same OECD research of 2012. In the research, half of the OECD countries that were pursuing a business opportunity or taking over a family business explained about around 70% of actual and potential start-ups (OECD, 2012). These results show that the researchers’ uncertainty of entrepreneur’s specific reasons to become entrepreneur still remains to be measured. Defining environmental drivers that support entrepreneurship and new business creation as a career choice of individual (Thornton et al., 2011) would be useful in institutional, regional, national as well as in global level.

The socio-cultural factors on entrepreneurial context have been under many researchers’ interest. Yet the specific socio-cultural factors that have a measurable affect remain to be unstudied and more or less comprehensively unestablished. Specially, the relationship between entrepreneurs and his/her friends and peers are lacking of researchers’ attention.

1.2 Research problem and gap

While the previous research has emphasized the role of socio-cultural influences on entrepreneurship, we still know little how the closer social environment (e.g. friends and family) affects entrepreneurial mindset and behavior. One reason for this shortcoming seems to be lack of suitable measurements of social influence from closer reference groups. Therefore the present work seeks to study the perception of the value and appreciation of entrepreneurs in the eyes of friends and peers. More specifically, the research is making the first steps towards the possibility to measure social prestige perceptions by creating process, which could be used, in bigger and more scalable research in future.

The created theoretical concept of the social prestige would try to clarify and explain the values, support and understanding of an entrepreneur in a way which has not been examined before and that concept itself is a challenge. The frame of this research is built by comparing entrepreneurial context to the well-researched organizational prestige, in order to create a base for the understanding of individual's perceptions of prestige. With the help of theoretical sub-dimension of prestige and organizational prestige theories the research will be more detailed and can also be seen as research on individual's behavior rather than only collective behavior of people. This research forms a base, first steps towards the understanding of how social prestige can be measured and conceptualized.

Entrepreneurship studies are a scattered field but it also tends to simplify the entrepreneurship as one-way connection between entrepreneur and the context where entrepreneur is placed. The complex relationship between society and entrepreneurs is most of the time researched on the regulated institutional perspective. As Welter (2011, p.175) suggests: "Such thinking implies that the main interest in contextualizing entrepreneurship should be to study how context factors influence the nature and extent of entrepreneurship and not how entrepreneurship impacts its contexts.". Yet, entrepreneurship is also presented to be embedded in a social context, which would

support the idea that entrepreneurship should be seen as a societal phenomenon (Granovetter, 1985; Aldrich and Zimmer, 1986). The notion of ‘social embeddedness’ supports the idea that friends and peers affect, and are affected by entrepreneurs. The present research particular focuses on the limited understanding of how closer social reference groups (i.e. friends and peers) perceive the social value of entrepreneurs in a given social context.

Entrepreneurs’ perceived social values are challenging to measure; however, if the effect of friends and peers is left out of the research scope of entrepreneurial intention or behavior, likely a vital source of information is dismissed. The main reason why more specified information is important to gain is because entrepreneurs are seen as sources of new businesses, innovations, growth and employment (OECD, 2014). In Finnish context, these statistics mean that the whole country’s economy is depended on entrepreneurs. Comparable information between countries, regions or even cities would be very useful for future growth and surviving from possible economic crisis or any another unstable situations in today’s world. Understanding the socio-cultural context, combined for example with regions, could be considered to be an effective tool to support entrepreneurship and to boost the growth and prosperity of the economy.

The interest of developing a theoretical measurement tool came from previous study of Kibler, Kautonen and Fink (2014). Their study of regional social legitimacy implies that the more entrepreneurship is considered a socially legitimate activity in a region, the stronger will be an individual’s entrepreneurial attitudes that form their intention to become an entrepreneur. Yet the study of Kibler, Kautonen and Fink (2014) also demonstrates that regional social legitimacy of entrepreneurship does not affect how perceived social support from family and friends influences on individual’s intention to start a business. Inspired by the previous study, this research aims to make the social prestige more measurable and understandable, for example for the regional decision makers to use it as a tool to support entrepreneurs.

1.3 Research objectives and question

To tackle the earlier described problems and gaps - scattered field of entrepreneurship studies, lack of previous research on social prestige (friends and peers) and the difficulty to measure values and perceptions behind entrepreneurs - this research has the following, more detailed research objectives:

- To review the existing research on culture and entrepreneurship.
- To develop a concept of the social prestige of entrepreneurs by combining theories from different disciplines.
- To explain and validate different dimensions of prestige based on qualitative and quantitative methods.
- To assess a final measurement of the prestige of entrepreneur, in particular in the eyes of friends and peers.

As the objectives emphasize, this research explores the role of the social prestige of potential entrepreneurs (within different social contexts). This research is trying to create an understanding of perceived social prestige via theoretical sub-dimensions of prestige, which are the perceptions of an entrepreneur, and therefore can be seen also as potential value measures for social prestige of entrepreneurs. This research addresses to the shortcoming in the entrepreneurial studies by providing new insight on those social factors, which might influence social prestige perceptions. This work is also an input for entrepreneurial studies to be more local sensitive to institutional understanding (Lang et al., 2013) of the social norms.

The theoretical frame of this research is built from a mix of which includes elements from; organizational approach, behavioral studies, social psychology, culture and institutional perspective on entrepreneurship. This mix is seen to be legitimated by the theoretical sub-dimensions of prestige (inspired by Suchman, 1995).

“Legitimacy is a perception or assumption in that it represents a reaction of observers to the organization as they see it; thus legitimacy is possessed objectively, yet created subjectively.” (Suchman, 1995, p.574.)

Entrepreneurial decisions are seen as anything that would imply that the person is behaving entrepreneurially or planning to become entrepreneur. Prestige is seen as a social value, and broadly defined as the “Widespread respect and admiration felt for someone or something on the basis of a perception of their achievements or quality: *the firm has recently gained considerable prestige*” (Oxford Dictionary, 2014). In other words how friends and peers affect an entrepreneurs’ perceptions of prestige.

In particular, this research seeks to address the following research question:

- a) How can the social prestige - i.e. - the perceived social value of entrepreneurs in friend and peer groups - be conceptualized and empirically captured?

As this research studies the entrepreneur’s perception of how their friends and peers perceive entrepreneurs, in the methodological level the contribution lies on the validating item generation processes and creating items that clarify social prestige of entrepreneurs. Empirically the research aims to gather data and to create understanding.

Inspired by Deephouse and Suchman (2008), the construct of prestige can consist a range of theoretical sub-dimensions, such as moral legitimacy, cognitive legitimacy, pragmatic legitimacy, status and reputation. Following recent entrepreneurship and consumer research, uniqueness and emotional legitimacy can be considered as well in approaching the notion of ‘prestige’. According to these theoretical sub-dimensions a large pool of items was created in order to develop the base for the understanding of ‘the prestige of entrepreneurs’.

1.4 Limitations

The challenges of this study lie in the interpretation and understanding of the data that has been collected, and in generating reliable and valuable outcomes out of it. There are several limitations that should be taken into account when researching the social prestige of entrepreneurs further and when proposing a full measurement tool for social prestige.

First, only a few entrepreneurship researches have tried to bridge the gap between different contexts (e.g. organizational and institutional) or disciplines (e.g. psychology and sociology) in order to be able to have more comprehensive and detailed data from entrepreneur's social prestige perceptions. Therefore, the challenges are not only conceptual and empirical challenges ones, which concern the combination of qualitative and quantitative data but also relate to the lack of validated tools for measuring entrepreneurial intentions, values, actions and behavior.

Another limitation of the study was the used sample, which was geographically limited only to Finland. As a result, the outcomes of this study are not comparable on a global level. In addition, the lack of systematic empirical evidence of the role of prestige in entrepreneurship makes this research to be considered as "only one" study that raises discussion and gives direction for the future research. Yet this research has a validated proposal for the instrument to be developed more and used for measuring prestige and its dimensions in specific social context.

In the legitimacy research, taking matters for granted can also lead to the absence of questioning and therefore can also be seen as a third limitation of this study (Deephouse and Suchman, 2008). According to Deephouse and Suchman (2008, p.54): "Taken-for-grantedness of the existing firms reduces the legitimacy of entrepreneurship more than it reduces the legitimacy of consolidation" which means that a well-established activity might not be taken into consideration since it has been blended into the culture so well. The need for social scrutiny or for being "noted extra" are not necessarily seen as crucial

needs anymore (Deepphouse and Suchman, 1995, p.54). These “obvious things” or “hard to measure” matters can be seen as limiting factors but this research aims too take these into account. However, creating a new measurement tool for social prestige, including sub-dimensions (e.g. emotional legitimacy), which can be considered as existing “the obvious things or phenomenon” can also be seen as limitation since the “obviousness” can reduce the legitimacy of the sub-dimension.

Future scholars could develop the measurement tool further by testing the suggested 2 to 4 items in various settings and contexts, and by creating a scale that could measure the social prestige in more detail and comparable level. It is worth a note that not all of the theoretical sub-dimensions are in the same level when concerning the number of previous studies and theories made. For example the sub-dimensions, cognitive legitimacy and status, have a rather solid previous study grounds (Deepphouse and Suchman 2008), whereas the emotional legitimacy and uniqueness as theoretical sub-dimensions are just tested for the first time in this research. However, the testing was made with a validated process, which showed that emotional legitimacy should be considered as notable sub-dimension of prestige.

Furthermore, this research also identifies how well the dimensions are understood and function, which could be used as guidance when developing the scale further. However, this ranking can be problematic when proposing a full measurement tool for social prestige.

2.1 Entrepreneurial behavior

“Entrepreneurial activity is a vital source of innovation, employment and economic growth.” (Thornton et al., 2011, p.106). Entrepreneurship as a booster of economic growth and development has become a more popular topic for the wellbeing plans on all regional or national levels. Entrepreneurs are acknowledged to be useful and a source of profit to society. These are the reasons why it is more than important to find out all the factors behind entrepreneurship. However, common agreement among academics, regarding the reasons, of becoming an entrepreneur have not agreed. The measurements of determinants which effect on the decision to become an entrepreneur need more clarification. For example from a psychological point of view, the intention to become an entrepreneur has been described as the single best predictor of actual behavior (Ajzen, 1991; Kolvereid, 1996). Other researchers have taken also various frames and viewpoints to research entrepreneurs and what influence entrepreneur. For example, these are an entrepreneurial intensions (Krueger and Carsrud, 1993), entrepreneurial passion (EP) (Cardon et al., 2010), socially supportive culture (SSC) (Ute and Uhlaner, 2010) just to name a few.

As the “father of entrepreneurship“ Joseph Schumpeter frames it; entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success (Business Dictionary, 2014). This kind of statement gives room for implication that the success gives status to entrepreneur and that the value itself is not profit. It could also be seen so that acting entrepreneurially increases an entrepreneurially motivated person’s status and therefore motivates the potential entrepreneur to gain achievements, which normally profit will bring. In most cases of the entrepreneurship research, the intentionality of entrepreneurial behavior is less or more acknowledged (Bird, 1988; Krueger and Carsrud, 1993). Yet, others state that acting entrepreneurially should also be seen as something that people choose or plan to do (Shaver and Scott,

1991). This gives implications that the behavior itself might be intentional but reason(s) behind it might be still unintentional and therefore challenging to measure.

The most proximal predictor of the decision to engage in entrepreneurial behavior is seen in entrepreneurial intentions (Bird, 1988; Obschonka et al., 2012). To be able to find out these intentions, a closer look to individual entrepreneur level is needed. The entrepreneurial intention is divided into two viewpoints: rational and intuitive thinking. The difference can also be divided to two parts – a goal oriented behavior or a vision driven thinking (Boyd and Vozkis, 1994). Both of these viewpoints are seen to develop when a person believes in him/herself and his/hers capacity perform a task (Bird, 1988). In this research that would be the regarded as possible entrepreneurial intentions and behavior. Support from friends and peers could therefore be assumed to have a positive effect on behavior of possible entrepreneur. Also the values are assumed to be socially created thought interactions within social group (friends and peers). In marketing and consumer research this interactions value have been noted and emphasize to be the one of the most important on gaining competitive advantage. In entrepreneurship perspective, this interactions value is assumed to have a positive impact to entrepreneurial intentions and actions.

New ideas are a key to competitiveness and success of a new business (Audretsch, 2007; Obschonka et al., 2012). Innovations play a great role on the first steps of entrepreneurship. Combining the new ideas, innovation and independent behavior (Obschonka et al., 2012, p. 138) puts entrepreneurial behavior in a following form; “the commercialization of new knowledge by developing an innovative business idea (the transformation of knowledge into marketable products and services) can be seen as prototypical entrepreneurial behavior” this would also include success of the environment, entrepreneurial societies.

2.2 Socio-cultural factors

Institutional framework is acknowledged to be the most used in recent entrepreneurship studies. The influence of formal institutions on entrepreneurship has been well researched (Welter, 2011). Informal institutions create norms and attitudes that entrepreneurs are expected to follow (Welter 2011, p. 172). Formal institutions are easier to define, yet in this research the perspective is more towards informal institutions, which are seen as clusters of moral and beliefs that configure power (Veciana and Urbano, 2008). From the entrepreneurial point of view this would mean that research is trying to find meanings for the entrepreneurial “rules and norms”.

Institutional perspective also commonly emphasizes how institutions influence audience’s legitimacy judgments. Legitimacy is noted to be a key element in the theoretical sub-dimension of prestige of this research because it’s seen as a crucial element on creating and acknowledging prestige. Socio-cultural factors can be defined as forces within societies and cultures that effect feelings, thoughts and possible behavior of individuals. Institutional, sociological and economical approaches imply and share the assumption that individual beliefs and behaviors are constructed by the rules and norms prevalent in the institutional environment. It has been also noted that the influence between individual behavior and institutional affect goes in both ways creating social dependence (Kibler et al., 2014). Scott (1995) defines institutions as “social structures that have a high degree of resilience”. Thus, institutions are also seen to include three main elements; cultural-cognitive, normative and regulative. These elements can be seen as guides to social acceptance and legitimate behavior (Kibler et al., 2014).

Entrepreneurial values are challenging to define and measure. One presented theory of explaining entrepreneurial values is Socially Supportive Culture (source). According SSC theory; higher social capital has a positive impact on entrepreneurship and that socially supportive culture has supported venture creation, economic growth (Ute and Uhlaner, 2010).

Institutional approach also suits as a framework to develop socio-cultural factors that influence the decision to create new businesses (Thornton et al., 2011). Formal institutions also form the economy-related rules and regulations for entrepreneurs to work with.

2.3 Regional social legitimacy

The research of social prestige demonstrates the important role of the closest social relations to entrepreneur. Previous entrepreneurial studies have demonstrated the crucial role of entrepreneurs in regional development, as well as the regional factors that influence entrepreneur. The researches have been made on demographic, structural and economic characteristics of region and as newest interest; regional culture as a determinant of entrepreneurship. This research adds the information on the socio-cultural aspects of entrepreneurial understanding, inspired by the previous studies about regional social legitimacy (Kibler et al., 2014).

Study of Kibler et al., (2014) further suggest that economic and social benefits of having entrepreneurs in the region should be emphasized in a positive way and not to neglect the social interaction on any level. “Study finding suggest that the more entrepreneurship is considered a socially legitimate activity in a region, the stronger will be an individual’s entrepreneurial attitudes that form their intention to become an entrepreneur. “ (Kibler et al. 2014, p. 1010). Their work is already one measure to support the wider understanding of community, social legitimacy and regional entrepreneurship. The need to understand the individual perceived entrepreneurial ability is key for building more entrepreneurial friendly regions and societies. This is vital for creating an environment where the entrepreneurs receive high level of social legitimacy and therefore more social prestige, which again is linked to the entrepreneurial intension and actions.

Legitimacy is used rather often in literature, yet it is not that often clearly defined, if defined at all. This research relies on Suchman’s (1995) and Scot’s (2001) way of

defining it. Suchman states that he relies between strategic (operational recourse, high level of managerial control; purposive, calculated and frequently oppositional) and institutional (operational recourse but as a set of constitutive beliefs, how it is understood and evaluated) orientations towards organizational legitimacy, and this means basically that he is taking part in both orientations.

“Legitimacy is a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions.”(Suchman, 1995, p.575).

Legitimacy is a socially constructed, cultural-cognitive condition that assigns characteristics of good, appropriate and desirable to actions of an organization or other social entity based on the subjective perceptions of interested observers (Scott, 1995). Scott (1995) also identified pragmatic, moral and cognitive aspects of legitimacy. Via these aspects, different legitimacy types were created to describe legitimacy more intensively. This “typing of legitimacy” abled the researchers to combine theoretical and empirical data to the research (Deephouse and Suchman, 2008, p.52). This legitimacy is also seen in this research, when theoretical sub-dimensions of prestige are combined with interviews, as methods of qualitative research. In this research, friends and peers are seen as the prime sources of legitimacy. To be more precise, they are considered to be the internal audiences who observe and affect the entrepreneurs and as mirrors that entrepreneurs use to evaluate themselves.

When combining Suchman’s (1995) and Scots (2001) definitions, legitimacy can be reformed as follows; socially constructed and depended on a collective audience, which in this research are the entrepreneur’s friends and peers. Legitimacy stands for justification and justifying the behavioral models. This also means that if something is legitimate when it is commonly understandable and accepted, notified. Not denied of the public opinion. The people and communication between them forms the legitimacy.

When the activity (entrepreneurship) is first morally accepted or taken for granted, the positive impact is seen in the attitudes that entrepreneurship as a profession faces. This also means that the regional social legitimacy effects on attitude-intension relationship of subjective norms (Kibler et al., 2014). It seems that the need to receive approval from local environment (region) is less needed when the friends and peers have given their approval and acceptance to entrepreneurial activity. This implies that the social relationships need more measurable features, to be able to clarify the true effect of friends and peers to possible entrepreneur.

Networks or communities, business incubators are commonly seen to help entrepreneur to start their business more successfully. "Social ties are important resource for overcoming liabilities of newness and smallness when starting and developing a business" (Welter 2011, p.169). The networks of entrepreneurs are proved to bring more shared information (Adler and Kwon, 2002) and tendency to work voluntary (Fukuyama, 2001). Sources that are crucial for new ventures such as money, information and emotional support are reached via networks (Ute and Uhlaner, 2010, p.1352). It's also been proved that temporary emotions, both positive and negative, can have effects on entrepreneurial action and outcomes (Cardon et al., 2010, p. 377). Also perception age itself affects the intension to start a business (Kautonen et al., 2009). From these perspectives networks can be seen to have an impact to entrepreneur. The positive effect of supporting communities is presented in the previous studies and even the family businesses are proven to have special supporting systems.

Social identification can be seen as perception of "I belong to this group". "Prestige reflects the categorical self and is related to the motivation to achieve and maintain a positive social identity." (Fuller et al., 2006, p. 819). In social-psychological perspective, social identity theory would apply with perceived prestige of entrepreneurs (Tajfel, 1978; Brown et al., 1986). "Potentially important components of people's identities derives from their group memberships and that these social identities are maintained primary by means of intergroup comparisons." (Brown et al., 1986, p. 274). The theory suggests that people tend to behave and show positive identity and actions on these comparisons. It concentrates on the positive differentiations in perceptions,

attitudes and behavior. This might suggest that entrepreneurs would like to show themselves in good way, while being identified as entrepreneurs. This might also explain the roles inside of the entrepreneur societies and communities.

In the sociology point of view, the social class has been pointed out to have a strong connection to entrepreneur's attitudes, life-style and values. The impression that social position does not influence status perceptions is not inconsistent only with most social theories it conflicts but also with vast amount of evidence in psychophysics and social psychology (Norman, 1972). The difficulty of separating prestige perception is challenging and needs mixing of socio- as well organizational theories. Norman (1972) also argues that "Prestige perceptions are patterned by the position if the perceiver and that the patterns are the same in any social structure." (Norman, 1972, p. 768).

2.4 Prestige in organizations

The affect of perceived external prestige to organizational identification is noted by several researchers (Smidts et al., 2001). This means that the role between company reputation and employer self-esteem has been recognized. A lot of the work examining organizational identification has been guided by social identity theory and the substantial body of literature related to group identification processes (Ashforth and Mael, 1989; Mael and Ashforth, 1992). Perceived external prestige is understood as a belief about what entrepreneurs think that prestige is and how they are valued in the eyes of their friends, regardless if the belief true or not. (Smidts et al., 2001; Kang and Barnett, 2013). "Perceived external prestige was found to be significant predictor for service employee's citizenship performance." (Kang and Barnett, 2013, p.304). The concept of perceived prestige is useful to understand also as the intensions that lead the individual to act entrepreneurially.

External and internal prestige have been separated at least in one organizational research (Fuller et al., 2006). This separation gives new insights to the prestige understanding and clarification. The base for separation to the external and internal

prestige came for group engagement model by Tyler and Blader (2003). The model suggests that a person's identification with an organization is not only based on the status of the organization but also on the status that individual will gain as a result of being inside or part of the organization.

Organizations can be identified as social groups that create identification needs, yet separating the identification and commitment from each other. This basically means that the need to find antecedents of organization and individuals within it is not clearly defined and may differ from each other a lot. "Other than this work, there is no extant research examining theoretical antecedents of prestige." (Fuller et al., 2006, p. 820).

Prestige and status are not then the same in organizational point of view and therefore status, in theory, could be a level/form/sub-dimension of social prestige. Theory of hypotheses model of antecedents and outcomes of prestige (status of the organization) and respect (status within the organization) can still be considered as first steps towards the understanding of prestige. Even though, the relationship between prestige and organizational identification is theoretically well published in previous studies of social intent (Fuller et al., 2006) from the point of view of entrepreneurial research this leads to the problem of not having previous studies made either from perceived prestige or from the social prestige. Still some suggestions can be drawn from the organizational studies. For example, if prestige and respect influence organizational identification, social prestige might influence entrepreneurial identification. This would mean a clarification for the factors that influence the perceived social prestige, which hasn't really been achieved in any of the previous entrepreneurial studies.

Prestige as an image has been on companies' top priority list for long time. Prestige is influencing job application process positively because it is seen as impulse for the company's good reputation and high prestige value. "Companies are more likely to attract top-quality job applicants because the organization fosters a positive prestige image reflective of adopting an employer of choice human resource strategy." (Kang and Barnett, 2013, p.289). The relationship between an organization and an employee (reputation level) has been working both ways; company has an impact on the employer

as well as employer has an impact on the company (Gilly and Wolfinbarger, 1998). In this case, the indirect or direct perceptions of the prestige are explained as “Employees’ cumulative interpretation” (Kang and Barnett, 2013, p.289). This forms attitudes and therefore it is linked to the phenomenon. Basically, if the employee feels that the organization is seen to have prestige, in the eyes of outsiders, the employee also can consider that it is important that his/her own organizational identity will change (to the same level as the company’s). The self-esteem might be related also to the organizations success. From the entrepreneurial point of view, if the organization can modify individuals’ self-esteem, it can be assumed that the owning a company will do the same, or even more.

The theory of planned behavior by (Ajzen, 1991) emphasizes the meaning of intension to actual performance. In entrepreneurial research this theory has been the common ground to build theories (Kautonen et al., 2009) based on certain behavior. The behavior might be intentional or unintentional, however the question is how it is actually operated, and how a person acts to a certain impulse. Prestige as an impulse would be the felt appreciation and received feeling of value from peers and friends. This theory could also support that prestige could be a strong socio-cultural factor.

Occupational prestige researches have measured the effect of gender and region to the appreciation of certain profession (Stevens and Hoisington, 1987). The results demonstrate that the gender and region are not really affecting the occupation prestige and how the persons perceive themselves. Ratings of occupational prestige are assumed to be stable over time, yet also almost every time exceptions are noticed. This would imply that the appreciation for certain profession might change over time and certain periods (Stevens and Hoisington, 1987). Interestingly it also supports a theory that in the urban or rural the preserved value of the occupation is rather same, the occupational evaluation shares the same patterns (Walker and Tracey, 2011).

As the previous studies have demonstrated the closest social relations are affecting entrepreneur perception of him/herself in many notable level. By combining the socio-cultural factors with regional legitimacy and adding that to the well-researched

organizational context, the literature mix for studying social prestige of entrepreneur is created. This mix shows the wide variety of prestige studies, from national to regional culture and to organizational level, ending the up as to the closer social reference group's identification and persons own self-esteem perceptions. This mix is the based were this research leans while giving an input to the on the socio- cultural aspects of entrepreneurial understanding.

2.5 Summary of the literature review

A look to previous studies on prestige and entrepreneurship reveals that prestige is presented in many forms and viewpoints. Institutional approach is commonly seen to be the most suitable frame to develop socio-cultural factors that influence the decision to create new businesses (Thornton et al., 2011). Yet a mix of organizational level studies and institutional studies could be used as a frame on researching social prestige in entrepreneurial context. Previous entrepreneurship research is limited or dominated by the macro perspective of entrepreneurship, mostly because entering the micro perspective results are rather challenging to validate and the commonly agreed prestige measurements are still missing.

Newest statistics (OECD, 2014) show that an individual is affected in many levels when making a decision to be or become entrepreneur. Theoretically it could be possible that subjective interpretations of prestige can also form identity. This would mean that friends and peers could form an opinion of entrepreneurs, with or without purpose (Kang and Barlett, 2013). Individual identity could also be based on entrepreneurial actions of any kind. This would mean that entrepreneurs also act according to subjective interpretations of prestige; perceived prestige from their own field of business. If the social identity of possible entrepreneur is not directly affected by entrepreneurial intentions but the influence of the cognitive behavior process, this can also be seen as the first step of the intention formation process (Obschonka et al., 2012).

The opinions of previous entrepreneur studies vary; should entrepreneurship be seen as social phenomenon or economic activity or a mix - that needs further investigation. This research agrees on the later. Entrepreneurship is seen as a social phenomenon (Berger, 1991; Shapero and Sokol 1982; Steyaert, 2007, Thornton et.al., 2011) in which economic activity is included but the closer and more complex relationships inside the phenomenon are not yet measured systematically. This research aims to find the contextual factors more widely and therefore sees that when entrepreneurship is embedded in a social context, entrepreneurship should be seen as a societal and social

phenomenon rather than purely economic activity (Steyaert, 2007; Urbano et al., 2011). The entrepreneurial context variations are better understood by taking into consideration the social and economic environment where the business is created. The regional social legitimacy is seen as a key to understand entrepreneur's perceptions more closely.

Organizational identification and its impact to individual's sense of self has been demonstrated and proven by many articles (Farber 1983; Levison 1965; Ashforth and Mael, 1989). Employee's behavior and perceived (external and internal) prestige of organization create a frame that entrepreneurship studies can prefer when creating the theory for social prestige.

Concluding these elements of previous studies, this research understands social prestige of entrepreneurs as the perceived value and support that is gained via prestige, which reflect the local norms and attitudes that possible entrepreneur's friends and peers have. This perspective needs further investigation and conceptualizing to be able to understand the social prestige's part in the wide context of entrepreneurs.

This research is a first step on the field of social entrepreneurship studies because the previous studies do not directly offer a clarification to the construct of the prestige, value of entrepreneurs. This research is creating its own a theoretical approach inspired on the previous studies presented on the chapter. This literature review creates a consistent base for four-step item generation process, which includes various interviews, experts' comments, tests and a hint of creativity of the researcher, to be able support the previous finding as well as create new ones.

3 SOCIAL PRESTIGE OF ENTREPRENEURS

People tend to value others opinions, especially when the comment comes from the people that they appreciate, look up to and care for. This research aims to find and isolate the social (what) factor(s) that affect entrepreneurs. Understanding of prestige is researched via the concept of social prestige, meaning how much the positive support of friends and peers is influence the possible entrepreneur.

3.1 Conceptualizing perceived prestige of entrepreneur

Theoretically prestige and perceived prestige are related, yet they are not the same thing (Tyler and Blader, 2003). Combining prestige and entrepreneur requires a new way to think and way to conceptualize perceived prestige is would really important as well. There is also a need to prove that the preserved prestige is differentiating from other cognitive and affective variables that play a role in entrepreneurship such as values and believes. Why is the perceived prestige of entrepreneur more difficult to investigate than that of a person who is working in an organization? One solution might be that entrepreneurs might not identify themselves to any group or organization. Yet their community or friends creates the social circle in which they belong and therefore can identify themselves. This social group is also very scattered; therefore this research is narrowed the social impact to friends and peers.

Perceived external prestige concern employee's perceptions of how outside world view their organization (Kang et al., 2011). If the perceived external prestige is seen to have an overall influence on the individual organizational identification, the same could be assumed to happen to community identification. This research aims to determine those causal variables, which are affecting perceived social prestige. Yet organizational studies, such as group engagement model (Tyler and Blader, 2003), state that the individual identification with the organization is no only based on individual images about the organizations status. Engagement is also related to the individual's evaluation

of their own status within the organization. This leads to the assumption that some form of internal prestige exists as well (Fuller, et al., 2006).

Perceived external prestige is also seen as a predictor of organizational commitment but not as a career commitment (Kang et al., 2011). This implies that employees are committed to the image, status, reputation or whatever social factor they consider valuable in the organization. Turning this way of thinking to entrepreneurship, an entrepreneur is only committed to her/himself, not necessary the way of living (entrepreneurship). It is important to consider more details on the predictions researching more about social prestige. This is done via theoretical sub-dimensions of prestige, which are used to narrow and justify the possible prestige factors such as status or uniqueness.

3.2 Social norms and group norms

This research is keen on inspecting the feelings and reactions (norms and prestige) what the entrepreneur itself has received from the peers and friends. In organization studies subjective norm is commonly something identifiable group like friends and peers in this research. Yet, in the entrepreneurial context subjective norms can be seen also to have anonymous sources; individuals significant other and the generalized other (Kautonen et al., 2009). This would imply that peers and friends were seen as significant others and perceived social norms in community as generalized others.

Social norms are seen as intangible and unwritten rules and practices that are practiced within group (Elster, 1989; Meek et al., 2010) and as perceived social pressure to perform (Kautonen et al., 2009). The group of this research would be the friends and peers on entrepreneur's life. This group is something that only the entrepreneur can define and think of, the "inner circle" of her/his life. For researcher to get into to the inner circle of entrepreneur, one has to define the values behind entrepreneur, the prestige perception of entrepreneur. Answering the question from the start; in the eyes of my closest friends and peers; entrepreneur answers according to her/ his own values.

The social group is the mirror of the values and therefore important to notify in the entrepreneurial studies.

Further research of planned behavior (Ajzen, 1975) has shown that perceived norms of significant others have connection to intended behavior. Emphasizing that the person needs to have strong relationship or identification to the person or group that is effecting on the behavior (Terry et al., 1999). This underlines the fact that the friends are the ones that matter in the concept of entrepreneurial behavior. Identification on the other hand explains the peer, idol affect and possible community affect. When one feels that she/he belongs to certain group, one identifies herself/himself more easily to it and the behavior changes if it is legitimated in the eyes of the community.

Reasoned action theory implies that behavior can be best predicted from person's intentions or willingness to perform the behavior (Terry et al., 1999). Intension is defined to be constructed on two separate components, attitudinal and normative (subjective) norms. The assumption is that if the entrepreneur gets legitimacy from the support group (friends and peers), his/her possible performing level rises. In practice this means that with a good mix of cultural legitimacy and support of friends and peers, the intension to behave entrepreneurially is more likely than just a cultural legitimate environment.

Culture as a perspective to entrepreneurship can be seen related to entrepreneur capabilities to form a new venture in the given culture. Culture gives to the entrepreneur a legitimacy behavior model, which can be formed according to entrepreneur needs. Culture can also to be found between different friendship groups; therefore this research goes to micro level studies by making this culture more understandable. An entrepreneur can be seen as a skillful player who uses cultural tools to legitimate new ventures (Überbacher, 2014). Therefore, the micro-level studies of cultural entrepreneurship are mostly concentrated on individual entrepreneurs' cultural actions (Santos and Eisenhardt, 2009; Überbacher, 2014), while macro- level the focus is on groups of entrepreneurs and how they engage in cultural entrepreneurship collectively (Überbacher, 2014). This again emphasizes how strong the cultural collectivity is

important in entrepreneurship. If one is born in a fishermen village where all are fishermen, one is very likely to end up to be fisherman if one stays on that specific villages “effecting range” and his/her nearest friends and peers live there as well.

In spite of this growing information need in the literature and the salience of entrepreneurship in public policy, the influence of social and cultural factors on enterprise development remains understudied (Thornton et al., 2011). Culture values are lack of measurement. Yet, culture is one of the key elements in order to understand entrepreneur. To go more specific measurements of culture, this research concentrates how the social groups (inside of specific culture) value entrepreneurship. In this context, the social group is considered to be entrepreneur’s friends and peers. How much does the appreciation of closest friends’ impact on entrepreneur’s actions? How entrepreneur feels that she/ he is respected and realized in the eyes of friends and peers?

Social identity of entrepreneur can be seen to refer to a group membership or some sort of group that the entrepreneur place and identify herself/himself. This means that individuals have the tendency to identify themselves with the groups in their social environment. The importance of the social role ascribes form many different ways of humans to behave. Social prestige as a value can be builder via many variables such as; status, material, job-title etc. People tend to measure other and themselves via psychological qualities like proactivity, bravery and intellectualism. Not forgetting what eyes really see; physical features like beauty or other such as property, consumer goods or culture that the person is presenting.

How entrepreneurs rank these theoretical sub-dimensions of prestige, do they relate them at all or do they consider social prestige in a different level? The need to please the friends, the need to look good in the eyes of others is one of the main motivations to gain acceptance. The importance of social prestige ultimately steams from the human desire to gain respect within one’s social circles and from the individual’s need for self-respect. At the same time the entrepreneurship study field is quite scattered and divided under the same group as managerial studies, leadership studies and part of the organizational studies. On micro level there are studies, which demonstrate that

resources such as information and money as well as emotional support are crucial for the successful founding and running a firm (Ute and Uhlaner, 2010). The studies also claim that entrepreneurs are socially embedded in and depended on the environment and or even higher social capital (Ute and Uhlaner, 2010). The attitudes and perception also create the reputation and status of entrepreneurs. It would be entrepreneurs interest if the entrepreneurship would be more socially approved of as an essential part of well-being, the more it becomes culturally embedded (Welter and Smallbone, 2011; Kibler and Kautonen, 2014) as well as to the societies' interest because entrepreneurship have been seen to contribute to employment creation, productivity and economic growth (Van Praag and Versluis, 2007; Ute and Uhlaner, 2010).

The sea of the previous studies about prestige seems endless. The way prestige is measured depends heavily on the context in which it is presented. Clear definition seems to be missing in most of the studies. Prestige is widely used in organizational research, yet more and more interest towards prestige encounters the entrepreneurial and business research. Most of the research has been done on organizational viewpoint of how different levels of prestige are seen in organization and what affect that has to organization (basically explaining how external prestige has an effect on organizational identification). The difficulty of measuring social expectations, norms and actions is to study the value creation process, which varies from one country to another. Perceptions of prestige vary across and within the ethnicity (Walker and Tracey, 2011). Social identity seems hard to measure.

3.3 Dimensions of social prestige

The theoretical sub-dimensions of social prestige in this research are moral legitimacy, cognitive legitimacy, pragmatic legitimacy, status, reputation, uniqueness and emotional legitimacy. Inspired by use and Suchman (1995) and the recent entrepreneurship studies, these dimensions are seen to form the concept of prestige.

Uniqueness and emotional legitimacy as a totally new sub-dimensions, presented first time in this paper, adding variation and even deeper interpretation to entrepreneurial prestige. Via these sub-dimensions the understanding and defining the socio-cultural norms, are aimed to be demonstrated more visibly. The dimensions are constructed to explain and demonstrate the possible impact of friends and peers to entrepreneurs. The perceived prestige is seen as a key to measure the understandability of the dimensions.

In this research, social evaluation is in most cases based on Suchman's theory of legitimacy, status and reputation. "Legitimacy is generalized perception or assumption that the actions of any entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs and definitions." (Suchman, 1995, p.574). As discussed before, legitimacy, in short, stands for justification and justifying the behavioral models. This research states that entrepreneurs themselves (with the support of friends and peers) could be the ones to make the difference in the extent to which entrepreneurial activities are perceived as desirable, proper and appropriate within the given socio-cultural context (Suchman, 1995). Next the theoretical sub-dimensions are presented one by one and used in the later chapter to explain and analyze the gained numerical data.

3.3.1 Moral legitimacy

Moral legitimacy reflects the degree of which friends and peers consider entrepreneurs as moral and contributing to the common good. The moral legitimacy is based on people's normative approval, which means that some pattern of behavior is accepted and acknowledged. This is commonly understood as "doing the right thing". This also includes acting according to laws and restrictions.

Are entrepreneurs seen to be following the law better or worse than corporate workers? How do the friends and peers see entrepreneurs are following the law? Moral has its social factor, in this context that is possible entrepreneurs' friends and peers. Moral is built upon how others expect you to behave, according the commonly known norms and regulations. On moral legitimacy point of view, the entrepreneur is not concerned will she/he gain benefits but rather is that action something that is right thing to do (Suchman, 1995).

In the sense of prestige this means how the people perceived entrepreneurs moral behavior. To get support for entrepreneurial activities, moral legitimacy is to be and act like entrepreneurs should and via the received credibility and respect. "Moral legitimacy is defined as the social approval of an entrepreneur's moral values and morally bound actions in society." (Kibler and Kautonen, 2014). This also reflects societies' beliefs of what is wrong and what is right behavior that would be accepted from an entrepreneur. Including the expectations that are placed upon entrepreneurs, how they should behave in order to be recognized as moral entrepreneurs? Is moral something that is seen to be different on entrepreneurs compared to for example to employees of a global corporation? Moral can also be seen as supporting system that helps self-control and self-management, and these are seen important features to entrepreneurs. In the wider social context; helping and taking care of others are seen to be a part of individual moral behavior. (Helsingin Yliopisto, 2015).

Ethics and moral are commonly defined together and mixed as terms. In this research moral has many definitions as presented above and ethics is considered to be a philosophical point of view, which re-exams and re-defines the concept of moral.

3.3.2 Pragmatic legitimacy

Pragmatic legitimacy reflects the degree to which friends and peers are interested in entrepreneurs and consider entrepreneurial activity as beneficial for themselves. Pragmatic legitimacy is based on audience self-interest. How the audience is interested on entrepreneurial activity and sees the activity as beneficial to itself. Pragmatic legitimacy arises from real or potential direct benefits. The scale to gain benefits might be national or individual or mix of both. The benefits might be material as well as immaterial such as personal power related.

Friends might support entrepreneurs because they think that it is for greater good. This might even happen if the friend does not really see any direct personal benefit but see entrepreneurship to be beneficial on their larger interest (Suchman, 1995). Pragmatic legitimacy also implies that friends and peers see and consider entrepreneurship as a logical choice, even so that entrepreneurship is just a job that someone has to do for society to work properly. Considering that entrepreneurship is something that just suits to the person and his/her characteristic disregards that there might be special circumstances and phenomenon behind the process of becoming an entrepreneur.

Pragmatic legitimacy also reflects the degree to which friends and peers consider entrepreneurs meaningful and understandable to the person's own mind. This also can be understood by finding out whether the person shares values with an entrepreneur or not. Sharing the same values with entrepreneurs tend to think more pragmatic than the ones that share totally different values. Entrepreneurs might be seen as any other workers and from a very practical point of view.

The pragmatic legitimacy in prestige can be understood that the friends and peers really understand what entrepreneurs really do and what means to be an entrepreneur in

everyday life. If friends and peers share the same pragmatic understanding of entrepreneurship, it might also mean that there is an understanding of the benefits that entrepreneurs bring to society or to themselves. This mutual acceptance would legitimate the entrepreneurship and therefore possible “bring more value” to it. This again would be beneficial both, for the friends and peers as well as to the entrepreneur.

3.3.3 Cognitive legitimacy

Cognitive legitimacy reflects the degree to which friends and peers consider the presence of entrepreneurs as normal and taken-for-granted. Cognitive legitimacy is a result of gaining a position within social models and structures that provides comprehensibility and taken-for-granted status. Appropriateness and comprehensibility mean cultural models that give examples and suggestions to behave, taken-for-granted in the level of you do not even think that things could be different (unconscious even). It is commonly seen that cognitive actions are not based on audiences’ self-interests (like pragmatic is) but more like habits they are used to, which need no further thinking or proving to be real. For example among family businesses the cognitive legitimacy is seen common way to see the new entrepreneur. Also the regional pressure, culture or habits tend to emphasize cognitive legitimacy in entrepreneurship. Cognitive legitimacy is something that the individual does not necessary really consider to exist in everyday life. It is something so self-evident in their life that is not even questioned or not be considered something influential or special.

Cognitive legitimacy is related to new business problems as well as old products’ success. If the customer does not bother to change an old habit of buying something that he/ she has always bought, the consumer might even lose of not having the best product on the market. Other way around, if the new ventures do not gain the place for “ultimate need” such as taking-for-granted status, they might be losing their business to the ones who have that status. Cognitive legitimacy of entrepreneurs is based on the comprehensibility and retaken-for-granted notion from friends and peers. This means that the entrepreneurs need to be useful, needed and essential for them to be able to gain

legitimacy yet this might just be a perception of usefulness. Entrepreneurship is seen as normal way to life and work because it is blended to the cultural landscape so well and is not considered to be ‘newsworthy’ anymore (Shoemaker, 1996).

3.3.4 Emotional legitimacy

Emotional legitimacy reflects the degree to which friends and peers feel about entrepreneurs. How friends and peers feel about entrepreneurs, how does the presence of entrepreneurs’ effect on their emotional life and spirit? This can be also linked to the overall feeling or perception about being an entrepreneur. This may happen for example by friends using themselves as a mirror to imagine how entrepreneurs must feel like.

Emotions are normally related strongly to psychology but the importance of emotions related to work has also been on scholars’ target of interest. Emotions are effecting on wellbeing and performance of individual. Emotions can be described as phenomenon, which are describing environments effects to individuals’ inner processes (Juurijärvi and Nummenmaa, 2004). Positive feelings are affecting individuals’ level of activity and for example on their social capability. To define emotion in short, this research sees them as subjective feeling of positive or negative. In entrepreneurship studied emotions have been taking important role and entrepreneurship had been even presented as an emotional journey (Baron, 2008) or extreme experience (Schindehutte, Morris, & Allen, 2006). As complicated as it sounds, this research agrees with the definition; “Entrepreneurial emotion refers to the affect, emotions, moods, and/or feelings—of individuals or a collective—that are antecedent to, concurrent with, and/or a consequence of the entrepreneurial process, meaning the recognition/creation, evaluation, reformulation, and/or the exploitation of a possible opportunity.” (Cardon et al., 2012, p.3).

Entrepreneurial emotions are seen as strong power to affect, guide and as a defining factor of an entrepreneur. Emotions are also seen to form in social environment which friends and peers are considered to be. Negative emotions are not mentioned directly on

the theoretical items of emotional legitimacy, this is because only positive emotions are seen to be affecting entrepreneurs positively in the prestige research. This research is also pointing out that it is not necessary only emotions that affect entrepreneurs but also that entrepreneurship influences emotions (friends, peers). Emotions are important and present in many steps on becoming or being entrepreneur. This research considers emotions as a vital part of prestige construct and therefore entrepreneur research.

3.3.5 Status

Status reflects the degree to which friends and peers define entrepreneurs as a powerful highly ranked group. Status is always gained with something and most of the time it related to the persons' social position. Status is commonly seen as a rank in society but in this item generation process status is showing how powerful, influential and highly ranked entrepreneur is placed inside of the social circles of friends and peers.

On individual level status can be seen as person's capability to act successfully inside the cultural and social environment and gain personal advantages via these groups. Already belonging to many social groups can be seen as personal power and therefore as a high status. Other example of this person's capability can be "high education" example degree from Harvard or Stanford University, which might raise the status of the entrepreneur. Status in social circles is seen as a rank position of the individual as if there were segments among social groups that have different position, which is commonly accepted. Networks are vital for entrepreneurs and networks can are also be seen as tool to gain status. According to consumer behavior research, status can be gained via high status brand. Yet most of the time status-conscious consumers are affected by the symbolic characteristics of a brand, which has a direct connection to buyer self-image. (O'Cass, Frost, 2002).

For entrepreneurs, to gain status in the eyes of their friend and peers might be challenging. Status relies on the effect of differentiation, status symbols for example are considered to be something that not all of the people can gain. In prestige's point of

view status is seen to be socially constructed therefore the image of being powerful is gained based on the friend and peers understanding of high rank. This research is also pointing out that on social context status is only gained if it is approved, legitimated among the friends and peers. This implies that the socio-cultural norms have to match on the perception of status of the entrepreneur. Otherwise, the status cannot be gained and the impact of possible status symbol would be negative.

3.3.6 Reputation

Reputation reflects the degree to which friend and peers associate entrepreneurs with a positive image. Reputation is something that can be gained easily but also lost as easily. Favorable image has been a powerful tool to companies and brands to succeed.

Entrepreneurs' reputation as a group might vary on based on the region, reputation is based on collective views of the social circles that entrepreneurs are operating. Past and future are related to reputation building in organizations, it is considered that the complex and multidimensional character of reputation is constantly changing. This research suggest that the main difference between status and reputation is this constantly changing role; status can be gained therefore captured longer than reputation in which the persons own input can not be seen (most of the time) right away. This comparison is also in the heart of this research, the items were created to compare and test exactly this; how does people perceive prestige and its theoretical sub- dimensions. "Future research must explore both the conflicts and the synergies among various legitimation dynamics." (Suchman, 1995, p.602). Reputation can be therefore seen as collective constantly changing opinion about the entrepreneur, which make it challenging to capture and measure.

Reputation is formed based on evaluation, which happens after some level of contact or interaction with the target that's been evaluated. The evolution of entrepreneur in this social context is assumed to be happening in social contact with friends and peers. Based on the experience, the friend and peers form an evaluation, whether the

entrepreneur is good or bad, smart or stupid etc. and this formation is a base for the reputation that entrepreneur has in the eyes of friends and peers.

For entrepreneurs, the reputation is an important tool to manage business. It does not matter whether it is personal or the company's reputation. To gain positive image usually takes consistency, which friends and peers in their own level already represents. Yet, in this social context the reputation tends to be personal because the social group is friends and peers. It might be that friends and peers rank the entrepreneur's reputation to be more positive than the public crowd would be because of their relationship to the entrepreneur is personal. On the other hand, they might see it something that no regular customer will ever see.

Building a personal brand, image or reputation is something that entrepreneurs are considering when socially connecting with the potential customer. Yet there is a difference between public and private reputation, therefore friends and peers are a good combination to study the good reputation, the positive image of entrepreneur.

3.3.7 Uniqueness

Uniqueness reflects the degree to which friends and peers think entrepreneurs are special. The dimension is based on the assumption that individuals tend to and want to be special in some level and possess special talents or gifts. Uniqueness can also be associated with the need to be special and stand out from the crowd. Uniqueness can also be considered to be originality.

In business point of view, uniqueness is always considered to have a positive impact when it comes to sales, products, and services or competitive advantage. Consumers tend to have more interest towards unique products than mass products or at least consumers seem to value unique products higher and thus are willing to pay more of them. Yet, the reason to make the purchase still varies.

The level of uniqueness is not necessarily gained with a price of the product but with the originality or scarcity of the product, people tend to want what they cannot easily have. Uniqueness is something that cannot be necessarily bought it is more commonly gained. If a product is niche because not all people can afford to buy it, it is more related status (as status symbol) than uniqueness.

When it comes to a person, a philosopher as well as a biologist could say that all people are unique, one of a kind and special, yet most of them do not feel so. What makes entrepreneurs unique in the eyes of the friends and peers? Entrepreneur as a profession can be seen as a unique or brave choice in life. In social prestige, the social group's perception defines the level of uniqueness, no matter how special the entrepreneur is seen outside of the group. This can be vice versa; people surrounding an entrepreneur do not necessarily see the specialty in her/him whereas an outsider can see the person to be really intriguing. Friends and peers can see entrepreneur to be very unique or not so unique, depending on their own values and believes what it means to be entrepreneur.

Uniqueness in entrepreneurship can also be defined as “independence from other people” (Leskinen, 2011) or even as being in control of one's own life and destiny. Uniqueness is important and is present in the many steps of becoming or being entrepreneur. Level of uniqueness might differentiate entrepreneurs from “average employee” and therefore is seen to be a need part in entrepreneurs prestige perception studies. This study suggests that uniqueness is vital part of prestige construct and therefore adds to the entrepreneur research.

This chapter clarifies and explains the methodological choices of this research. This research uses qualitative as well as quantitative methods in order to gain holistic understanding of the social prestige of entrepreneurship. The ontological and epistemological differences between qualitative and quantitative methods might cause mixing of terminology (Virolainen, 2010), and therefore a clear description of the methodological steps is provided in this chapter. Using both methods in the different stages of the research emphasizes the objectivity. The main focus is on the qualitative analysis of the data, which quantitative analysis is supplementing.

Inspired by Deephouse and Suchman (2008), the construct of prestige can contain a range of theoretical sub- dimensions. According to these theoretical sub-dimensions a large pool of items was created in order to develop base for the understanding of ‘the prestige of entrepreneurs’. The research constructs of four steps and three samples. The steps will describe the techniques that were used in the item generation process (under the theoretical sub-dimensions of prestige) and explain why the interviews were important to the validation of the items. The qualitative research methods are used in the beginning of the item development and in the semi-structured interviews. The quantitative methods are used for the online questioners and its analysis.

After presenting the research context and the research process, the chapter is divided in to subheadings (four-step item generation process) based by the samples, to present the data collecting methods clearly.

4.1 Research context

This research focuses on the social prestige of entrepreneurs. Therefore, the entrepreneurs or possible entrepreneurs are seen as the main context of this research. Based on the gathered data, the geographical area of the research is also limited to Finland. Yet the context of entrepreneurship is wide, the contextual factors of entrepreneurship can consist of social, political, and economic variables (Bird, 1988; Boyd and Vozkis, 1994). Therefore, this research is concentrating to the socio-cultural viewpoint on entrepreneurial context. This means that this research studies the entrepreneur's perception of how their friends and peers perceive entrepreneurs by developing a measure that helps measuring an individual's perceived social prestige of entrepreneur. The study implies that the social prestige of entrepreneurs influences the individual's entrepreneurial beliefs and intentions. This interaction and assumed positive effects to entrepreneurial decisions is achieved by socio-cultural characteristics of the friends and peers. This study does not focus on the families' or regions' impacts on entrepreneurs.

Most of the entrepreneurs in Finland are companies that employ fewer than 50 employees. During a ten-year period of time, the trendy form of entrepreneurship seems to be small or middle-sized companies. It is estimated that about 40% of Finnish GDP is made by these entrepreneurs (Suoment Yrittäjät, 2015). These kinds of numbers describe the very important economic role that entrepreneurs have in Finland. The economic importance of new entrepreneurs is known, but only little is known about the root level appreciation and support of the possible entrepreneurs, and how these factors affect their decisions or motivations to become one. The government is supporting entrepreneurs at very early stages; funding and professional courses are offered in order to assist an entrepreneur to get her/his business running (Te-Palvelut, 2015). Yet, what the government can't offer directly to the entrepreneur is support, appreciation and communities.

Why possible entrepreneurs are such an important group to research? They are considered to be the future decision makers, leaders or entrepreneurs who are building Finland. The information regarding whether they are supported enough to become entrepreneurs is vital. If the support of friends and peers were proved to have an impact on the decision to become entrepreneur, this knowledge would help for example the decision makers to support these relations. This research is noted to be a first step towards understanding social prestige of entrepreneurs and gives implications for further research to scale this “effect of support” to a national or global context.

4.2 Research process: methods and data collection

Inspired by DeVellis (2012) the item generation was concluded in four steps. Initially the items were generated to develop base for the understanding of the prestige of entrepreneurs. Combining item generation process and theoretical sub-dimensions of prestige, the research got a frame and theory to rely on. Inspired by Deephouse and Suchman (2008), the construct of prestige can consist a range of theoretical sub-dimensions. In this research, the sub-dimensions are moral legitimacy, cognitive legitimacy, pragmatic legitimacy, status, reputation, uniqueness and emotional legitimacy. These sub-dimensions are used as frame to support item generation process as well the structured online questionnaire. Structured questionnaire was chosen for data collecting method because of its effective nature to collect data, which in this research is needed for testing the items and for understanding the social prestige of entrepreneurs.

In this research, entrepreneurs are defined as persons who have built a business aiming to gain profit. Entrepreneurs were interviewed in the very beginning of the research to gain perspective and ideas for item generation. Start-ups are seen as businesses, which are planned to be profitable (scalable) in 2-4 years and have a clear exit plan. Start-up entrepreneur was used as an expert on the commenting of the “draft questionnaire”. Students in this case are Aalto University, School of Business students divided in two groups. In the item generation steps 2 and 3 students are also considered as experts because of their focus on entrepreneurship in their studies but also because they already

have experience as entrepreneurs. In the item generation step 3, variation on the viewpoints was gained by using one random student sample. They were asked the same things as the others (even they might not be related to any entrepreneurial activity). Academics are considered as a wide group of people who have an academic profession and therefore provide superior understanding of theory creation process.

4.4 Item generation's four steps

4.4.1 Step 1 : Decision on what to measure- defining prestige

First step of the item generation process was to understand the whole philosophy of the item development in addition to understanding the meaning of social prestige of entrepreneurs. How to measure prestige and what does that mean? How can the construct of 'the prestige value of entrepreneurs' be conceptualized, operationalized and empirically analyzed? How can this intangible phenomenon be understood more clearly and be how could it be measured? These questions were used as a base for understanding the social prestige study and a starting point for creative item generation thinking process. This clear goal definition and content clarification was necessary for understanding in the beginning of the research. Naturally, the very first step was to conduct a literature review; become familiar with the previous research by reading through a wide range of articles concerning the topic and thus familiarizing with the different view points the previous studies had to offer. After comprehensive reading of articles from the field of social sciences to business journals, the work of combining theory, gathered data and creativity could start.

As the word prestige can mean many things, it was important to understand the in which context it is used. For example, perceived external prestige is useful to understand the mechanisms leading to citizenship performance (Kang and Barnett, 2013, p. 306) or prestige is pointed to be one of the key aspects on occupational choice (Obschonka et.al., 2012). Operational definitions of prestige have included for example level of prestige for occupation, socio economic status, level of training, and level of difficulty and responsibility.

Based on these previous descriptions, one could define prestige as follows; Prestige is seen as value that can be measured and therefore it is also able to grow. In this context, prestige is linked to social-cultural factors such as social attitudes, beliefs, norms and status. This is why it was considered that basically items, that were planned to be created on later steps, should primarily reflect on the underlying question; how entrepreneurs think they are perceived (valued) in the eyes of their friends and peers.

The main reason behind of the item generation process was combining theory and creativity. This required the understanding that prestige can't be observed directly nor compared to any existing data as well as persistency on finding and getting familiar with the possibly related exiting studies (to prestige). This is the reason why the existing theory of theoretical sub-dimension by Deephouse and Suchman (2008) and Kibler, Kautonen and Fink's (2014) previous formulations of sub-dimensions of prestige were used as a starting point. Those sub-dimensions (moral legitimacy, pragmatic legitimacy, cognitive legitimacy, status and reputation) were combined with new ones (emotional legitimacy and uniqueness) and pointed to be headings for the created items. In the beginning of the item creation the goal was set to gain credibility: to have at least 20 items per sub-dimension. However, the maximum amount of items for each sub-dimension was not restricted.

4.4.2 Step 2: Generate creatively an item pool

When focusing on variables not observable directly, researcher needs to do a lot of ideation, testing and modifying of items to be able to find reliable and useful results. The thinking process concentrated on finding out how entrepreneurs organize, or structure their thoughts conserving the value that they perceive from their friends. Due to this reason it was necessary to have interviews and test rounds with entrepreneurs, to understand how they think and organize the theoretical items under sub-items. The goal was to be able to eventually point out the possible variable(s) that affect entrepreneurial intuition and possible behavior.

In the step 2, item pool included numerous claims (items) that could be placed under the theoretical sub-items. An example of the item generation in this point could be described as following:

Sub-dimension: *Reputation*.

Claim: *Consider entrepreneurs as heroes*.

The limitations for item generation were imagination and research context. While generating the item pool, the factor(s) that could be related with the value of entrepreneur were kept in mind and the items were compared and reflected for that purpose. The items were created to be under the sub-dimensions using structure as follows:

“Rate all statements with respect to the opinions of your closer circles of friends and peers (on a scale from fully agree (1) to absolutely not agree (4)). “

‘My closer circles of friends and peers...’

In the first ideation round 167 items were created (see appendix I). This happened through categorizing the items under the sub-dimensions based on the claim that they included. Then informal meetings with academics were held to narrow the list until 63 items that were used in the actual draft questionnaire (see appendix II). This draft questionnaire was used in the informal interviews.

The research sample that was used in this item generation step was:

- 5 Entrepreneurs from business incubator
- 3 Students in Aalto University, School of Business (major in entrepreneurship)

The five entrepreneurs were interviewed in a group and were from Kajaani region. The interviewees from Kajaani were a members of a business incubator and therefore

considered have years of experience on becoming and being entrepreneurs. Three other entrepreneurs had one-to-one interviews and were from Helsinki region. The interviewees from Helsinki were at the beginning of their career and only becoming entrepreneurs. All of the interviewees were male.

Even though the draft questionnaire was used as a base structure and conversation starter in the first conversations with entrepreneurs, the discussions were kept as informal as possible. The researcher explained briefly of the process of making the questionnaire about social prestige and asked the respondents to describe what they think of prestige, entrepreneurship and certain sub-dimensions. The researcher picked up the items and ideas, based on the comments of the interviewees. Naturally, before the interviews as many items as possible were considered, however this phase of interviews proved to be extremely fruitful to the item generation process.

Table 1. Example of the idea picking.

Quote	Generated Item	Sub-dimension
“My mother and father think that becoming an entrepreneur is taking a huge risk.”	Consider entrepreneurs stupid to take so much risk	Cognitive legitimacy
“They kind of support the idea but they also know that chasing your dreams might be very risky..”	Consider entrepreneurs are chasing their dreams	Pragmatic legitimacy
“it’s not that I don’t like normal working life is just that I enjoy more on be entrepreneur, but you can imagine how people commonly think of it; they consider me lazy..”	Think that entrepreneur want to avoid common norms	Pragmatic legitimacy

Many new items were created as demonstrated in the table 1. In the first round of interviews, the interviewees were instructed that the objective of the session was to create new and very diverse ideas to item generation and thus they would not be guided too much by the researcher at this point. The sample's suitability was limited only to two aspects; the person was, or was thinking to become an entrepreneur and the person needed to be involved with entrepreneurial thinking on some level. The different regional background of the interviewees was also considered to bring the wanted variation to the comments and answers.

The atmosphere during the interviews was very informal. Notes were written during the interviews and rewritten immediately afterwards. Only in the group interview researcher needed to "guide" the conversation to the right direction a few times by specifying the question so that the answers would not fall out of the topic at hand and turn into other topics of the group.

The interviews revealed that the spouse's support in the beginning and during the entrepreneurship career was considered as an important aspect. The interviewees described the problems they faced with their spouses such as different educational backgrounds, working background and the personal change. One of the interviewees said that he didn't really change during the process but the life around him changed and therefore the marriage didn't last in the end. Feelings such as bitterness, envy and jealous were mentioned, when talking about the friends or family's support. One positive example came from a man who was working in the same family business alongside his wife. He emphasized that the clear titles and tasks were crucial for them to survive as a working couple. The trust was gained by taking care of the own business part and not interfering too much on the others part if the help was not asked.

One of the entrepreneurs described that he has different social circles: friends and entrepreneurial friends. He saw that his best friend couldn't really support him on the entrepreneurial activities. Naturally friendships brought him happiness but not the kind of understanding and support he would have needed, and thus he had entrepreneur friends to talk with. He was afraid that if he would speak the entrepreneurial worries to

no-entrepreneur friends they might think that his is getting cocky and the “success” has risen to his head too much and making him too proud. Based on the interviews, many new ideas emerged to the item pool.

After collecting the items, next phase was to find out the redundancy between the items. This was conducted by comparing items and considering if some of the items focused on the same thing and if they could be reversed or formed differently. The language was unified and the items were reformed to be more alike but still focusing on different questions. Items that didn't fit to the sub-dimensions were removed from the data, and the rest of the items were carefully reviewed in order to make sure that they were understood in only one way.

The decision of whether to use only negative, positive or both sentences was hard. After consideration and based on the previous entrepreneurial studies, only positive sentences were chosen in order to make the item pool as easy as possible for the future readers to understand. On researchers' point of view, it was also important to understand the qualitative nature of this phase of the research and understand that some of the “limitations” or “deleted items” are subjective options and choices of the researcher.

4.4.3 Step 3: Have item pool reviewed by experts

The first two steps of the item generation mostly focused on clear articulation of the items and specifying the research interest what is to be measured. The aim was to generate suitable and equally weighted items and to choose the most suitable answer options for the prestige investigations. Firstly a large items pool was created, and secondly the items were selected and narrowed down with usability and comprehensibility. Inspired by DeVellis' (2012) theory, the next step was to test the items with experts. In this research, the experts are considered to be people who have knowledge and experience on the field and of the topic, and are related to entrepreneurial ways to think, act or be. Idea was to find out how relevant the professionals think each item is.

The research sample that was used in this item generation step was:

- 5 Students in Aalto University, School of Business (major in entrepreneurship and entrepreneurs)
- 1 Worker of Aalto, academic in Aalto community, Aalto Design Factory
- 1 Start-up entrepreneur from Aalto community, StartUp Sauna
- 31 Students in Aalto University, School of Business, random major (students from one course held by School of Business)

In this step all the seven semi-structured interviews (see appendix II) were done face-to-face in a private space, where only the interviewee and interviewer were present. Time spent per interview varied from 45 minutes to 1,5 hours. This sample of seven, were considered to be experts in entrepreneurial mindset and therefore chosen to be interviews.

The draft questionnaire was also presented to the 31 students of one of the course held in Aalto University. These students worked simultaneously and presented their ideas as written comments, which they handed in.

This step was needed to prove the validity of the items and the whole concept of the prestige item development. The wide item pool gives a good base for further development and therefore also articulates the validity of the research. The experts were asked to comment on the items and express their views on ways to develop them. This phase provided the final clarification and conciseness of the items. The main aim for this phase was to maximize the content validity of the final questionnaire.

In the seven semi- structured interviews the atmosphere during the interviews was relaxed and informal. Notes were made during the interviews. The data gathered from these semi-structured interviews gave a picture of how interviewed persons see prestige and how they understand prestige in entrepreneurial context. It was noted that discussion during interview was difficult to start, but as the interviewees were already trained to think these things on some level, the interviews were fruitful on the data

collecting point of view. Therefore, this group (entrepreneurship strongly related to their lives) was a good sample for this a part of the research.

The semi-structured interview structure step by step:

1. The interviewed was offered a very short overall description of the study;
 - This research is a part of a bigger study on entrepreneurship; we are at the beginning of the questionnaire creation, your help as entrepreneurially oriented person is appreciated.
 - Please read the initial of the questionnaire draft and just ask if you do not understand something or something seems unclear for example in: language, questions, structure or topic.
 - All of your comments are welcome.
2. The Interviewed got the questionnaire draft for him/her to read. Then interviewee started to go through the sub-headings of the questionnaire (dimension of prestige) in her/his own pace. During the interview, the interviewee was asked to comment anything that she/he didn't understand or seemed unclear on any level. After going through all the seven sub-dimensions, the interviewee was also asked to give open critical comments about the questionnaire.
3. The interviews were recorded, notes were written during the conversation. All the interviews were written open. Transcription was made as a word file for further analysis.

According to the same principle and frame of semi-structured interview, one major group interview (class of 31 students) was also conducted in order to have more comments and viewpoints of the items and of the questionnaire form. The idea was to give the students an opportunity to comment on the items and the questionnaire, with the same method that was used with the entrepreneurs. After this step the base for the draft questionnaire was completed. This final step of item generation "polished" the items to their final form, which would be used on the online questionnaire. Item

validation and reforming happened by comparing the received answers and comments from the interviews to the existing items as demonstrated in the table 2.

Table 2. Item validations and reforming.

Item	Comment	Final version of the item	Sub-dimension
Consider entrepreneurs as morally good	“Too wide definition” “Having a good moral would describe it better”	Consider entrepreneurs as moral.	Moral legitimacy
Perceive becoming an entrepreneur as a logical choice	“I don’t get the logical choice” “It sounds wrong somehow”	Perceive being an entrepreneur as normal.	Cognitive legitimacy
Are jealous of entrepreneurs	“True but negative” “Yes but not my friends, so what should I answer?”	Item was deleted	Emotional legitimacy
Think entrepreneur posses fortunes	“Not only money” “This is true on reputation level, in real life no”	Consider being an entrepreneur as a rewarding profession.	Reputation

4.4.4 Step 4: The online questionnaire

The online questionnaire was build based on the collected data from semi-structured interviews. The online questionnaire was sent to seven academic in two parts, to make the answering process easier. The first part included sub-dimensions: moral legitimacy, pragmatic legitimacy, cognitive legitimacy and emotional legitimacy. The second part included sub-dimensions: status, reputation and uniqueness. The gathered data was reorganized with the help of excel sheet which allowed the data to be drawn into tables.

The research sample that was used in the online questionnaire:

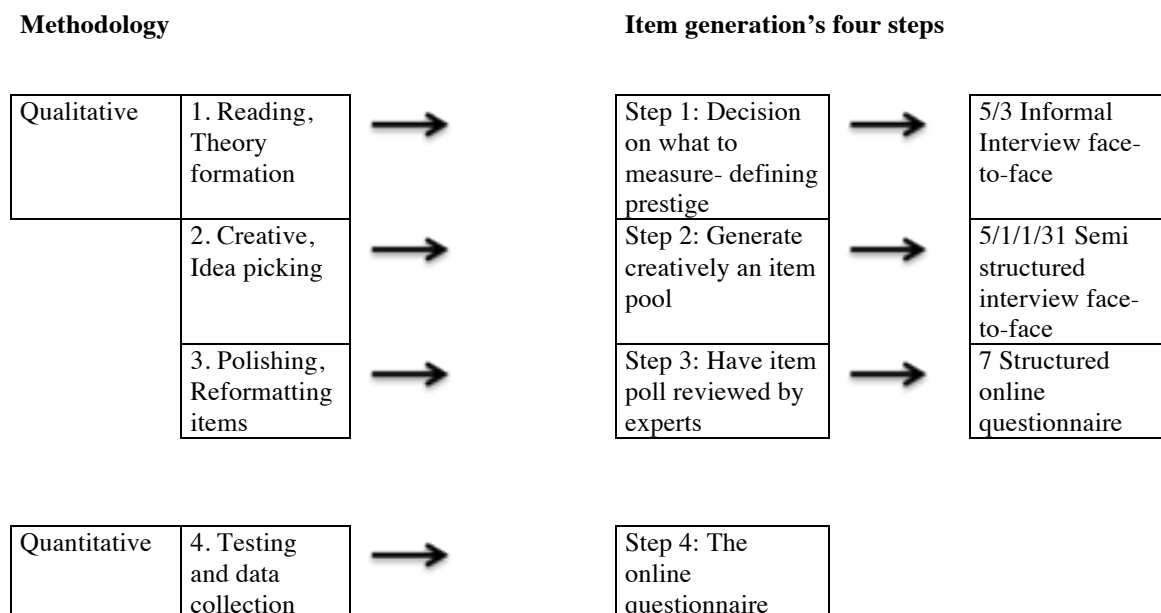
- 7 academics from Finland

Academics were seen as professionals that could possess the ability to critically compare the items and place them under the correct sub-dimensions. The online questionnaire was build based on the previous steps and 74 selected items. This phase was used as the final test for the selected items.

The questionnaire was instructed to be fulfilled so that the selected items would be placed under the theoretical sub-dimension of prestige. These results show that how the items were understood and if the definitions were clear enough to belong under a certain sub-dimension. This questionnaire was structured and used as quantitative method to collect data. The usage of quantitative method at this point of the study, made it possible for the researcher to analyze the results based on numbers.

The research methodology is heavily concentrated to the steps on creating the questionnaire, which is mainly the item generation process. The four step item generation process is summarized and presented in the figure 1.

Figure 1. Summarizing the item generation four steps.



Inspired by DeVellis (2012) the item generation was concluded in four steps. Initially, the items were generated to understand the prestige construct and combine the theoretical sub-dimensions to create items. The final online questionnaire is therefore based on a structured creation process that includes testing of the data. Next chapter will analyze and discuss the gained numerical data and what it implies in the context of social prestige of entrepreneurs.

5 RESULTS AND DISCUSSION

This chapter presents the data that was gathered from the online questionnaire in the final state of this research. The data from the online questionnaire data is presented in clarifying tables, which show (from best to least suitable item) how well a certain sub-dimension was understood. This interpretation was made based on the answers; how well the items were placed under the “right” sub-dimensions.

As shown in the online questionnaire (see appendix III) the items are in random order and the person (professional) answering the questionnaire needed to place the items to the sub-dimension that they considered to be the most suitable one. The option of not knowing was also given. The aim of this phase was to generate quantitative data to understand the items understandability and suitability to the given context.

The numeral score was from 0-7: 0 if nobody considered the item to be under the right that sub-dimension, 7 when everybody considered the item to be placed under the right sub-dimension. Score 5 is seen as a minimum limit for item to be considered as understood and valid.

The online questionnaire was made in two parts to make it more convenient for the respondents to answer the questionnaire. Otherwise, the questionnaire would have been rather time consuming and heavy for the respondent. This aspect was considered to create a risk of gaining negative impact on the results and therefore the questionnaire was split into two parts. In the first part of the questionnaire the professionals were asked to place sub-dimensions: moral legitimacy, cognitive legitimacy, pragmatic legitimacy and emotional legitimacy. In the second part they got the sub-dimensions: status, reputation and uniqueness to be placed under the right sub-dimensions.

Table 3. Moral legitimacy results.

INDIVIDUAL ITEMS	Moral	Pragmatic	Cognitive	Emotional	Not sure	Don't understand
1... believe entrepreneurs follow moral principles	7	0	0	0	0	0
2...think entrepreneurs act according to ethical rules.	7	0	0	0	0	0
3...consider entrepreneurs as moral.	7	0	0	0	0	0
4...think entrepreneurs act ethically.	7	0	0	0	0	0
5...think entrepreneurs are interested in the common good.	7	0	0	0	0	0
6...think entrepreneurs care for society.	6	0	1	0	0	0
7...believe entrepreneurs contribute to the well-being of society.	6	0	1	0	0	0
8...believe entrepreneurs act in the public interest.	6	0	1	0	0	0
9...consider entrepreneurs as honest.	6	0	0	1	0	0
10...consider entrepreneurs as fair players.	6	0	0	1	0	0
11...consider entrepreneurs as trustworthy.	4	0	0	3	0	0
12...consider entrepreneurs as job creators.	1	3	2	0	1	0

As defined in chapter 3, moral legitimacy reflects the degree of which friends and peers consider entrepreneurs as moral and contributing to the common good. The moral legitimacy is based on people’s normative approval, which means that some pattern of behavior is accepted and acknowledged. This is commonly understood as “doing the right thing”.

Five moral items out of 12 items were placed under the “perfect match” sub-dimension. 10 out of 12 seem to be very well understood, as the score was six or more. The respondents did not place any of the items to the category “don’t understand”.

These 12 items indicate, that moral legitimacy was rather well understood as a sub-dimension of prestige. The items were placed rather accurately under moral legitimacy. Items 1, 3 and 4 included the words “moral” and “ethics” and it would have been very surprising if the professionals had misplaced these items. Interestingly, the moral legitimacy was not mixed with cognitive legitimacy that much, only the items 6, 7 and 8 were placed under cognitive, with a score of one. The most mixed item was 12, having the score of one to moral, three to pragmatic, two cognitive and even one “not sure”. This strongly implies that item 12 was not understood, and therefore it would not be suitable to use under moral legitimacy. Interestingly, this also showed that entrepreneurs are not perhaps seen to be job creators, which is contradictory to the recent OECD statistics (OECD, 2014).

Based on these results, the moral legitimacy can be seen as well understood as sub-dimension of social prestige of entrepreneur. Items 1 to 5 are recommended to be used in future research, since the understanding level of them was very clear. It was interesting to see that the item 11, “consider entrepreneurs trustworthy” was still mixed with emotional legitimacy; this can be interpreted so that being trustworthy can also be just an emotional perception. These results may also indicate that entrepreneurs are seen to possess high level of moral. If words “moral” and “ethics” were obvious for professionals to place under the moral legitimacy, it also seemed that in items 5 to 8 which included words “society”, “common good”, “public interest”, were related to moral very well. Interestingly only items 6 to 8 were placed on under cognitive legitimacy with the score of one. This could be interpreted so that researcher succeeded on differencing “doing the right thing” (moral) and “taken-for-granted” (cognitive) with right wording such as: “care for society” vs. “essential for any society” or “contribute to the well-being of society.” vs. “believe that the economy cannot exist”. It also might mean that the chosen professional share rather same moral level because of their education, profession and understanding of how the society works.

Table 4. Pragmatic legitimacy results.

INDIVIDUAL ITEMS	Moral	Pragmatic	Cognitive	Emotional	Not sure	Don't understand
1...believe they can benefit from entrepreneurs.	0	7	0	0	0	0
2...believe that they can gain a lot from entrepreneurs.	0	7	0	0	0	0
3...believe that they can receive a lot of benefits from entrepreneurs.	0	7	0	0	0	0
4...think there are individual benefits of becoming an entrepreneur.	0	6	0	0	1	0
5...find entrepreneurs useful for their own life.	0	5	0	1	1	0
6...think that they are better off thanks to entrepreneurs.	0	5	0	1	1	0
7...are willing to support entrepreneurs.	0	2	0	4	3	0
8...understand what being an entrepreneur means.	0	2	3	0	2	0
9...are interested in entrepreneurs.	0	1	1	2	3	0
10...share similar values with entrepreneurs.	0	1	0	3	4	0

As defined in chapter 3, pragmatic legitimacy reflects the degree to which friends and peers are interested in entrepreneurs and consider entrepreneurial activity as beneficial for themselves and it's also based on audience self interest.

Three pragmatic items out of 10 items were placed under the “perfect match” sub-dimension. Four out of 10 seem to be very well understood, as the score was six or more. The respondents did not place any of them items to the category “don't understand”.

Four out of 10 items was rather poorly placed under pragmatic legitimacy. Item 7 was misplaced as emotional (score four) instead of pragmatic (score two) but seemed also that the items were hard to place because “not sure” got also a score of three. Item 8 also divided the opinions with scores: pragmatic two, cognitive three and “not sure”

four. The most mixed item, was number 10 with a score of four in “not sure” category. This tells that half of the items were not so clearly understandable under the pragmatic definition, yet six out of 10 could be seen as good and clear result that at least items 1 to 4 were understood to describe pragmatic legitimacy in social prestige.

From these results the pragmatic legitimacy items could also be seen to support the ideology of friends and peers see entrepreneurs as beneficial in some extent but not possibly seen that they would understand entrepreneur or even share the same values with entrepreneurs. As item 1 to 4 got a score 6 or more the understanding level of the items was considered to be very clear. One explanation why items 1 to 4 seemed to be working, as items could be the wording; “benefit” and “gain a lot ” were use in the items and benefit was even mentioned on description of the item. This implies that the wording helped professional to place the items under right sub-dimension and would have been very surprising if they would have misplaced the items.

Items 5 and 6 of the items got a score five which can be seen to be good result. Interestingly items 5 and 6 got identical results (score six to pragmatic and one to emotion and “not sure”). The items were related to entrepreneur usefulness in the friends and peers life; “find entrepreneurs useful for their own life” and “think that they are better off thanks to entrepreneurs”. Why these items were not considered as beneficial as were the items 1 to 4 or what made them think them as emotional items? One explanation might be that word “useful” is not strong enough to gain benefit and “better off” as too vague to actually describe the item. Item 1 to 4 are recommended to be used in future research, since the understanding level of the items was very clear.

Table 5. Cognitive legitimacy results.

INDIVIDUAL ITEMS	Moral	Pragmatic	Cognitive	Emotional	Not sure	Don't understand
1...consider being an entrepreneur as a normal way of living.	0	0	7	0	0	0
2...consider entrepreneurs as essential for any society.	0	0	7	0	0	0
3...consider the presence of entrepreneurs in the economy as a matter of fact.	0	0	7	0	0	0
4...believe that the economy requires entrepreneurs.	0	0	6	0	1	0
5...believe that the economy cannot exist without entrepreneurs.	1	0	6	0	0	0
6...consider entrepreneurs as necessary for any society.	1	1	5	0	0	0
7...perceive being an entrepreneur as normal.	0	0	5	1	1	0
8...think that the economy cannot function without entrepreneurs.	1	1	5	0	0	0
9...consider the presence of entrepreneurs in the economy as taken-for-granted.	0	1	5	0	1	0
10...perceive being an entrepreneur as any other profession.	0	1	5	0	1	0
11...believe entrepreneurs are needed in society.	2	1	3	0	1	0

As defined in chapter 3, cognitive legitimacy reflects the degree to which friends and peers consider the presence of entrepreneurs as normal and taken-for-granted. Cognitive legitimacy is a result of gaining a position within social models and structures that provides comprehensibility and taken-for-granted status.

Three cognitive legitimacy items out of 11 items were placed under the “perfect match” sub-dimension. Five out of 11 seem to be very well understood, as the score was 6 or

more. Items 6 to 10 got the score of five and could be interpreted as rather clear items. The respondents did not place any of them items to the category “don’t understand”.

The most misplaced item was 11, “believe entrepreneurs are needed in society.” which indicated strongly that it would not be recommendable to use as such in future studies because to scattered results; two moral, one pragmatic, three cognitive and one “not sure”. Interestingly the item 9 got a score of five to cognitive, one to pragmatic and one “not sure” even it included rather obvious cognitive wording “taken-for-granted”.

Interestingly, item 4 “believe that the economy requires entrepreneurs.” got score one on the category “not sure”. Item 4 is seen to be almost similar with item 3, “consider the presence of entrepreneurs in the economy as a matter of fact.” which got the perfect match, score seven. This also shows that the wording is very important on items, even the message might be the same but the understanding is not. These items proved a research point that everything should be tested and reformed as many time as possible, before making too quantified questionnaire or develop a scale based on the results.

Based on these results, the cognitive legitimacy can be seen to support the ideology of friends and peers see entrepreneurs as normal part of they life and in some cases even taken-for-granted. Cognitive legitimacy as sub-dimension was understood rather well. Items 1 to 5 are recommended to be used in future research, since the understanding level of them was very clear.

Table 6. Emotional legitimacy results.

INDIVIDUAL ITEMS	Moral	Pragmatic	Cognitive	Emotional	Not sure	Don't understand
1...feel inspired by entrepreneurs.	0	0	0	7	0	0
2...feel positive about entrepreneurs.	0	0	0	7	0	0
3...like entrepreneurs.	0	0	0	7	0	0
4...are impressed by entrepreneurs.	0	0	0	7	0	0
5...feel amazed by entrepreneurs	0	0	0	7	0	0
6...feel excited about entrepreneurs.	0	0	0	7	0	0
7...have a good feeling about entrepreneurs.	0	0	0	7	0	0
8...find that entrepreneurs are nice.	0	0	0	7	0	0
9...enjoy meeting entrepreneurs.	0	0	0	6	1	0
10...get along well with entrepreneurs.	0	0	0	6	1	0
11...are enthusiastic about entrepreneurs	0	0	0	6	0	1

As defined in chapter 3, emotional legitimacy reflects the degree to which friends and peers feel about entrepreneurs. This can be linked to the overall feeling or perception about being an entrepreneur. This may happen for example by friends using themselves as a mirror to imagine how entrepreneurs must feel like.

Eight emotional legitimacy items out of 11 items were placed under the “perfect match” sub-dimension. 11 out of 11 are seem to be very well understood, as the score was six or more. Only one response was placed to “don’t understand”, yet the main score six was placed under the emotional legitimacy. Emotional legitimacy seems to be the most clearly understood sub-dimension of prestige. All of the 11 items were considered to be very suitable with the score of six or more. Items 11, 10 and 9 got score six and were not placed under any other sub-dimension but under “not sure” and “don’t understand”. These result show that emotion can be understood clearly under prestige, yet question about them being too evident and the complexity of actually measure them rises. These results indicate, that all of the emotional legitimacy items could be used for further

research. Only one item (number 11) was replaced to the category “don’t understand” and should be consider leaving out form future research.

Based on these results, the emotional legitimacy can be seen to support the possibility that friends and peers see entrepreneurs as normal part of their emotional life. These results can be interpreted that the emotions and emotional connections are strongly related on the perception of entrepreneurship. The emotional sub-dimension of prestige was created based on assumption that it would affect entrepreneur positively as totally “new dimension” emotional legitimacy proofed its place among the “older” dimensions. The understanding of emotional items was very clear and wording such as “feel” (score five out off 11) can for example seen to be one explanation for the clear categorizing.

Table 7. Status results.

INDIVIDUAL ITEMS	Status	Reputation	Uniqueness	Not sure	Don't understand
1...think being an entrepreneur is a sign of a position at the top.	7	0	0	0	0
2...think entrepreneurs are part of the elite.	7	0	0	0	0
3...see entrepreneurs as privileged people.	7	0	0	0	0
4...associate entrepreneurs with a high social status.	7	0	0	0	0
5...ascribe entrepreneurs a high social position.	6	0	0	1	0
6...see entrepreneurs as a powerful group.	6	0	0	1	0
7...consider being an entrepreneur as a sign of wealth.	5	0	0	2	0
8...see entrepreneurs as an honored group.	3	0	1	3	0
9...consider entrepreneurs as a highly valued group.	2	2	1	2	0
10...look up to entrepreneurs.	2	3	0	2	0

As defined in chapter 3, status reflects the degree to which friends and peers define entrepreneurs as a powerful as highly ranked group. Status is always gained with something. Status is commonly seen as a rank in society but in this item status is showing how powerful, influential and highly ranked entrepreneur is placed inside of the closest social circles.

Four status items out of 10 items were placed under the “perfect match” sub-dimension. Six out of 10 are seem to be very well understood, as the score was six or more. None of the respondents place any of them items to the category “don’t understand”.

Item 4 included the word “status” and could be seen as oblivious choice for professionals to place under status sub-dimension. Item 7, “consider being an entrepreneur as a sign of wealth” got the score of five and can be interpreted as rather clear item, yet interestingly the two other gave the score one to “not sure”. Could it be that the word “wealth” was misleading? This can be seen that professionals maybe do

not perceive entrepreneurs as rich and therefore no “money” status could be placed upon them or just that the “wealth” as a word was not clear to emphasize the money relation. Items 8 to 10 seem to be really unclear. Interestingly, item 9 “consider entrepreneurs as a highly valued group.” was equally misplaced with a score two under reputation and “not sure” as well as placed under right sub-dimension status with score two, one was placed under uniqueness. This can be interpreted that the item really enables the professionals to consider too many options to place the item and therefore it was very unclear. On the other perspective, misplacing this item that included the wording “value” would need further research, as prestige in this research is seen as value of entrepreneurs. Items 8 to 10 got divided scores among, status reputation and “not sure” options, this would imply that the earlier mentioned theory in chapter 3 can be valid; status and reputation are hard to differentiate and this research would do it based on constantly changing role. “Status can be gained therefore captured longer than reputation in which the persons own input can not be seen (most of the time) right away.”.

Based on these results, the status could also be seen to support the ideology of friends and peers see entrepreneurs as status related. Money as a status symbol of entrepreneur remains to be unclear and controversial according to the results. Items 1 to 6 are recommended to be used in future research, since the understanding level of them was very clear.

Table 8. Reputation results.

INDIVIDUAL ITEMS	Status	Reputation	Uniqueness	Not sure	Don't understand
1...associate entrepreneurs with a good reputation.	0	7	0	0	0
2...ascribe entrepreneurs a positive image.	0	7	0	0	0
3...think being an entrepreneur is popular.	0	6	0	1	0
4...consider being an entrepreneur as a rewarding profession.	0	6	0	1	0
5...think entrepreneurs are excellent performers.	0	4	0	3	0
6...believe entrepreneurs make a good career.	2	4	0	1	0
7...think entrepreneurs are winners.	0	4	1	2	0
8...think entrepreneurs are great achievers.	0	3	1	4	0
9...recognize entrepreneurs as role models.	1	3	1	3	0
10...consider entrepreneurs as a symbol for success.	2	2	1	2	0

As defined in chapter 3, reputation reflects the degree to which friend and peers associate entrepreneurs with a positive image. Reputation is based on collective views of the social circles that entrepreneurs are operating. Past and future are related to reputation building in organizations, it is considered that the complex and multidimensional character of reputation is constantly changing.

Two reputation items out of 10 items were placed under the “perfect match” sub-dimension. Four out of 10 seem to be very well understood, as the score was six or more. The respondents did not place any of them items to the category “don’t understand”. Yet, “not sure” option in placing the items was highest of all sub-dimensions.

Items 3 and 4 got identical scores; six to status and one to “not sure”, this can be seen very interesting results because mentioned words “popular” and “being an entrepreneur as a rewarding profession” could easily be mixed with status, like previous organizational identification theories imply. Items 5 to 10 got the score of four or less

and can be interpreted as very unclear items. Reputation seems to be the most misplaced and unclear sub-dimension of them all. Item 1 included the word “reputation” so it was rather obvious item to place under reputation, also the item 2 included the word “image” and was rather easy for professional to combine with the reputation sub-dimension. The score variation was high and on the misplacing items, pattern cannot be found to explain the variation of the results. Option “not sure“ was the most common category in reputation item placing. Item 8, “think entrepreneurs are great achievers.” got the highest score on the category of “not sure” with the score four. Interestingly, item 9 “recognize entrepreneurs as role models.” items score was really scattered as the scores placed; one for status, three for reputation, one for uniqueness and three for “not sure”. According to previous studies (OECD, 2014), role models are affecting strongly to the behavior of individual, but in this questionnaire it seemed rather hard for professional to combine role model to any of the sub-dimensions.

Based on these results, the reputation can be seen to support the ideology of friends and peers see entrepreneurs have rather good reputation but the perception of reputation seemed to be differentiating a lot among respondents. Only items 1 and 2 are recommended to be used in future research, since the understanding level of them was very clear.

Table 9. Uniqueness results.

INDIVIDUAL ITEMS	Status	Reputation	Uniqueness	Not sure	Don't understand
1...perceive entrepreneurs to be different from the mass.	0	0	7	0	0
2...think being an entrepreneur stands for individuality.	0	0	7	0	0
3...consider entrepreneurs as unique.	0	0	7	0	0
4...believe entrepreneurs are original.	0	0	7	0	0
5...recognize entrepreneurs as exceptional people.	0	0	7	0	0
6...think being an entrepreneur stands for originality.	0	0	7	0	0
7...think entrepreneurs stand out from the crowd.	0	0	7	0	0
8...think entrepreneurs have special skills.	0	1	6	0	0
9...think entrepreneurs follow their own dreams.	0	0	6	1	0
10...consider entrepreneurs as special persons.	0	0	6	1	0

As defined in chapter 3, uniqueness reflects the degree to which friends and peers think entrepreneurs are special. The dimension is based on the assumption that individuals tend to want to be special in some level and possess special talents or gifts. Uniqueness can be seen to be associated with the need to be special and stand out from the crowd. Uniqueness can also be considered to be originality.

Seven uniqueness items out of 10 items were placed under the “perfect match” sub-dimension. Ten out of 10 seem to be very well understood, as the score was six or more. The respondents did not place any of them items to the category “don’t understand”. These seven items indicate, that uniqueness was very well understood as a sub-dimension. All of the results were nearly perfect matches, and therefore little space for analyzing the wording can be done on this point.

Based on these results, the uniqueness can be seen to support the ideology of friends and peers see entrepreneurs as unique on some level. All of the items are recommended to be used in future research, since the understanding level of them was very clear. The

uniqueness as sub-dimension of prestige was created based on assumption that it would affect entrepreneur positively as totally “new dimension”. As emotional legitimacy proofed its place among the “older” dimensions so did the other “new dimension” uniqueness.

6 CONCLUSIONS

Recent entrepreneurship research has emphasized the need to develop common understanding and conceptualized measurement for more specific socio-cultural factors that influence entrepreneurial intension, mindset or possible behavior. This research address to this shortcoming by presenting a measure for perceived social prestige of entrepreneurs, in the context of friends and peers. This research presents the measure as a first step, towards the possibility to measure prestige and toward a better understanding of perceived prestige.

Combining theories from different disciplines created this presented measure. As a result a four-step item generation process was created. In order to explain, and to validate the process as well as the created theoretical dimensions of prestige, both qualitative and quantitative methods were applied.

The results of the item generation process suggest that the all of the created theoretical sub-dimensions of prestige (moral legitimacy, cognitive legitimacy, pragmatic legitimacy, status, reputation, uniqueness and emotional legitimacy) could be used in future studies. Each of the dimensions had at least 2 to 4 tested, understandable items that can be seen as claims, to explain the social prestige perception in a detailed manner. The theoretical sub-dimensions of prestige was ranked, based on the results (the understandability of that sub-dimension) of the process and presented in table 10.

Table 10. The ranking of the sub-dimensions.

Sub-dimension	"Perfect match" Score 7	Very good Score 6 or more
Emotional legitimacy	8 / 11	11 / 11
Uniqueness	7 / 10	10 / 10
Moral	5 / 12	10 / 12
Status	4 / 10	6 / 10
Cognitive legitimacy	3 / 11	5 / 11
Pragmatic legitimacy	2 / 10	4 / 10
Reputation legitimacy	2 / 10	4 / 10

As the results indicate, emotional legitimacy seems to be the most well understood sub-dimension according to this research sample. On the other hand, the reputation seems to be least accurately placed under the “right sub-dimension”. Interestingly the two “new” sub-dimension, emotional legitimacy and uniqueness, were perceived to be the most clear and well-understood sub-dimensions. Furthermore, each sub-dimension seemed to contain at least 2 to 4 items that could be used in the future and thus all of the sub-dimension may work very nicely in the construct of prestige.

The results demonstrated that the theoretical sub-dimensions are important to the process of understanding the construct of prestige. In addition, the process enabled the professionals on the field of entrepreneurship to comment and validate the items. The results implicate that the perception of prestige can be formed, as long as the process is valid and legitimate for the social group, which in this case were friends and peers.

This research also indicates that the social prestige of entrepreneurs influences the relationships between individual’s entrepreneurial beliefs and intentions, and that these effects of the interactions are learned by the socio-economic characteristics of the nearest friends and peers. Yet, this research also highlights that more detailed and comprehensive picture of influence of the friends and peers on entrepreneurs is needed.

Furthermore, the results indicate that the theoretical sub-dimensions of prestige are functioning in the way that could be beneficial for the future studies on social prestige of entrepreneurs. The results of this study could also be used as base for a more comprehensive research (e.g. scale development) or as a discussion opener concerning the importance of the entrepreneurial support in every level from the social context to the existing monetary support.

The results of the study are hoped to inspire and encourage researchers to investigate conceptualize further the social prestige of entrepreneurs. Developing this results further would not only reveal a more nuanced contextual understanding of entrepreneur’s

perception, but also has a broader theoretical contribution to entrepreneurship studies by providing means to measure entrepreneurs. In particular, the development of a new instrument for measuring the prestige of entrepreneurs in different social contexts can assist the community, which is supporting entrepreneurship, to create a positive 'entrepreneurship culture'. Therefore this positive 'entrepreneurship culture' could be seen as something that Finnish society would greatly benefit.

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8 APPENDICES

Appendix I, 1. The first ideation round and 167 items.

SCALE:

1a) Rate all statements with respect to the opinions of your closer circles of family and friends (on a scale from fully agree (1) to absolutely not agree (4)).

‘My closer circles of friends and family...’ .

Prestige of entrepreneurs		1	2	3	4
Items					
	Moral legitimacy (Sub-dimension of prestige)				
1	Appreciate entrepreneurs				
2	Perceive entrepreneurial activity as morally good				
3	Believe entrepreneurs contribute to the well-being in society				
4	Think entrepreneurs operate according to commonly accepted norms				
5	Think entrepreneurs are not supported enough				
6	Believe entrepreneurs work hard for they living				
7	Think that entrepreneur want to avoid common norms				
8	Believe entrepreneur act according to law				
9	Believe entrepreneurs high social responsibility				
10	Think entrepreneurs should have more privileges				
11	Do not consider entrepreneurs as real workers				
12	Think entrepreneurs need communities to survive				
13	Think that entrepreneurs are self-employed				
14	Consider entrepreneur have helpful networks				
15	Do not consider entrepreneurs as big employers				
16	Believe that entrepreneurs create jobs				
17	Think start up – is only profitable form of entrepreneurship				
18	Consider start ups as normal companies				
19	Consider entrepreneurship as same as start up				
20	Think entrepreneurs get all the money they make				
21	Consider entrepreneurs as normal taxpayers				
	Pragmatic legitimacy (Sub-dimension of prestige)				
1	Perceive becoming an entrepreneur as a logical choice				
2	Is interested in entrepreneurial activity				
3	Consider entrepreneurial activity as beneficial				

4	Share similar values with entrepreneurs				
5	Perceive becoming an entrepreneur as a only choice				
6	See economical profit on becoming entrepreneur				
7	Think that entrepreneurs follow they passion				
8	Appreciate entrepreneurial ways to work				
9	Value entrepreneurial attitude				
10	Could consider on becoming an entrepreneur				
11	Find it easy to relate with entrepreneurs				
12	Think being entrepreneurs are answer to unemployment				
13	Support entrepreneurs				
14	Understand the entrepreneurs				
15	Consider entrepreneur life easy				
16	Are lacking of knowledge what being an entrepreneur means				
17	Do not want to be entrepreneurs				
18	Think being an entrepreneur is stressful				
19	Consider entrepreneurs as lonely				
20	Think that entrepreneurs can handle stress better				
21	Think that entrepreneurs can never relax				
22	Consider that entrepreneurs could not work in corporate life				
23	Think entrepreneurial way to act can be leaned				
24	Consider that becoming an entrepreneurs give freedom				
25	Consider entrepreneurs are chasing their dreams				
26	Think Entrepreneurship is like any other profession				
27	Consider entrepreneurs as better risk takers				
	Cognitive legitimacy (Sub-dimension of prestige)				
1	Perceive becoming an entrepreneur as an ordinary choice				
2	Do not pay extra attention to entrepreneurs				
3	Consider entrepreneurs as necessary				
4	Perceive being an entrepreneur as normal				
5	Consider the absence of entrepreneurs as inconceivable				
6	Think entrepreneurs as any other worker				
7	Think entrepreneurs can choose they business				
8	Think entrepreneurial activity is not worth of the time consumed				
9	Consider entrepreneurship as hard and time consuming work				
10	Consider entrepreneurs as risk takes				
11	Think entrepreneurship as way of living				
12	Do not really know anything about being an entrepreneur				
13	Consider becoming entrepreneur hard				
14	Do not understand what entrepreneurs do				
15	Are not educated enough to be entrepreneurs				
16	Think entrepreneurs have a lot of debt				
17	Consider that entrepreneurs only understand entrepreneurs				
18	Will never be entrepreneur				

19	Consider that entrepreneurship can only be inherited				
20	Think entrepreneurship runs in a family				
21	Do not understand entrepreneurs as employer to others				
22	Consider that entrepreneurs have strong emotional connection to their business				
23	Consider entrepreneurs use their all money to their business				
	Emotional legitimacy (inspired by Watson et al. 1988) (Sub-dimension of prestige)				
1	Feel inspired by entrepreneurs				
2	Feel excited by entrepreneurs				
3	Feel upset with entrepreneurs				
4	Feel irritated by entrepreneurs				
5	Are proud of entrepreneurs				
6	Are somewhat scared of entrepreneurs				
7	Envy entrepreneurs				
8	Are irritated by entrepreneurs				
9	Feel sorry for entrepreneurs				
10	Feel adventurous by entrepreneurs				
11	Pity entrepreneurs				
12	Feel unsecure with entrepreneurs				
13	Are scared of the risk taking				
14	Are jealous of entrepreneurs				
15	Feel awkward in the presence of entrepreneurs				
16	Feel entrepreneurs are selfish persons				
17	Feel that entrepreneurs will safe the future				
19	Trust entrepreneurs				
20	Feel ashamed of entrepreneurs				
21	Consider entrepreneurs stupid to take so much risk				
22	Feel entrepreneurs to risk it all				
	Status (Sub-dimension of prestige)				
1	Ascribe entrepreneurs a high societal position				
2	Think being an entrepreneur is a sign of a position at the top				
3	Consider entrepreneurs a sign of wealth				
4	Think being entrepreneur is trendy				
5	Think entrepreneurs can choose where they work				
6	Think entrepreneurs are highly educated				
7	Consider entrepreneurs have wide network				
8	Think entrepreneurs are multi talents				
9	See entrepreneurs as heroes				
10	See entrepreneurs as social persons				
11	See entrepreneurs as celebrities				
12	Think entrepreneurs are strong and independent persons				

13	See entrepreneurs as good examples / idols				
14	Think entrepreneurs always posses a profitable business				
15	Consider that entrepreneurs have always some sort of reputation				
16	Braking				
17	Everyone in the close region knows the entrepreneur				
18	Entrepreneurs have lot depts				
19	Consider that all Start ups are successful				
20	Consider that one man company is not really a business				
	Reputation (Sub-dimension of prestige)				
1	Associate entrepreneurs with a good reputation				
2	Have good experiences with entrepreneurs				
3	Ascribe entrepreneurs a positive image				
4	Associate entrepreneurial activities trust worthy				
5	Consider entrepreneurs honest				
6	Associate entrepreneurs to small business				
7	Consider entrepreneurial activities bit shady				
8	Consider entrepreneurial activities unstable				
9	Think entrepreneurs have wide network				
10	Think entrepreneurs are busy all the time				
11	Think entrepreneurs are introverts				
12	Consider entrepreneur as celebrities of the city				
13	Think entrepreneur posses fortunes				
14	Think entrepreneurs have their own social circles				
15	Consider entrepreneurs as community				
16	Associate entrepreneurs with can do - attitude				
17	Consider entrepreneurs a workaholics				
18	Think entrepreneurs love their business				
19	Think entrepreneurs will not ever want to work for others				
20	Think that entrepreneurs will never adapt to corporate life				
21	Believe that entrepreneurs do not want to be told what to do				
22	Think being an entrepreneur means long working hours				
23	Consider entrepreneurs are always broke financially				
	Uniqueness (Sub-dimension of prestige)				
1	Consider becoming an entrepreneur as a personal choice				
2	Perceive entrepreneurs to be different from the mass				
3	Think being an entrepreneur stands for individuality				
4	Think being an entrepreneur stands for freedom				
5	Think being an entrepreneur stands for freedom of choice				
6	Consider entrepreneurs as risk takers				
7	Consider entrepreneurs as interesting personalities				
8	Think being an entrepreneur can express themself freely				
9	Entrepreneurial mindset can't be leaned				

10	Think entrepreneurs possess unique talent				
11	Think entrepreneurs are selfish				
12	Think entrepreneurship is something that you are born with				
13	Think entrepreneurs are masters of some kind				
14	Consider every entrepreneur has unique business				
15	Consider entrepreneurs as special personalities				
	Self-control ... (Sub-dimension of prestige)				
1	Consider entrepreneurs with high self-esteem				
2	See entrepreneurs as very self-confident				
3	Feel that entrepreneurs are very happy of their business				
4	Consider entrepreneurs independent				
5	Think entrepreneurs can handle constant stress				
6	Consider that entrepreneurs have guts				
7	Think entrepreneurs have strong will power				
8	Think entrepreneurs are creative minds				
9	Think entrepreneurs take care of many responsibilities				
10	Think entrepreneurs are masters of themselves				
11	Systematic tinkers and doers				
12	Consider entrepreneurs handle multitasking				
13	Consider entrepreneurs very calculative				
14	Consider entrepreneurs are smart... to make own business				
15	Think entrepreneurs are forced to make job to themselves				
16	Consider that entrepreneurs have their own business because they are not expected to any other profession				

Appendix II, The draft questionnaire used in semi-structured interviews.



PRESTIGE OF ENTREPRENEURS

NOTE! The following reflects a **first draft of a questionnaire** for a large survey on the social prestige of entrepreneurs. For this purpose, we would like to get your feedback, to make sure that each definition of the **7 dimensions of prestige** and all related **individual statements** *make sense* and *are clearly understandable*. We would be very grateful if you could **(1)** critically read all of the following definitions and individual statements, **(2)** answer to all statements and **(3)** make notes and comments if you have suggestions to improve the formulation of statements or if you come up with completely new statements that would work better for you related to a particular prestige dimension. You can do it on paper or directly **in the word-file**. Thank you!!!

1) Please rate all statements with respect to the OPINIONS OF YOUR FRIENDS AND PEERS on a scale from *fully agree* (1) to *absolutely not agree* (6) (if a statement is not clear, please tick the box 7!).

‘My friends and peers...’

		fully agree					absol. not agree	Not sure/clear
		1	2	3	4	5	6	7
	Moral legitimacy							
	<i>Definition: Moral legitimacy reflects the degree to which your friends and peers consider entrepreneurs as moral and contributing to the common good</i>							
1	Consider entrepreneurs as morally good							
2	Think entrepreneurs care of society							
3	Consider entrepreneurs as trustworthy							
4	Believe entrepreneurs support the well-being of society							
5	Believe entrepreneurs do not only think about their own wallet							
6	Think entrepreneurs do the right thing							
7	Consider entrepreneurs as job creators							
8	Believe entrepreneurs pursue the common good							
9	Believe entrepreneurs do not only pursue their own interest							
10	Think entrepreneurs help people in their community							
	Pragmatic legitimacy							
	<i>Definition: Pragmatic legitimacy reflects the degree to which your friends and peers are interested in entrepreneurs and consider entrepreneurial activity as beneficial for themselves</i>							
1	Consider entrepreneurs as beneficial for themselves							
2	Think entrepreneurial activity improves their quality of life							
3	Are interested in entrepreneurs							
4	Understand how entrepreneurs operate							
5	Perceive becoming an entrepreneur as a logical choice							
6	Share similar values with entrepreneurs							
7	See the individual’s benefit of becoming an entrepreneur							
8	Support entrepreneurs							
9	Think that the activity of entrepreneurs benefits them							

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2) Please rate all statements with respect to the **OPINIONS OF YOUR FRIENDS AND PEERS** on a scale from *fully agree* (1) to *absolutely not agree* (6) (if a statement is not clear, please tick the box 7!).

‘My friends and peers...’

		fully agree					absol. not agree	Not sure/clear
		1	2	3	4	5	6	7
	Cognitive legitimacy							
	<i>Definition: Cognitive legitimacy reflects the degree to which your friends and peers consider the presence of entrepreneurs as normal and taken-for-granted</i>							
1	Consider entrepreneurial activity as necessary in society							
2	Perceive being an entrepreneur as normal							
3	Consider entrepreneurial activity as taken-for-granted in the economy							
4	Consider the absence of entrepreneurs as possible							
5	Perceive becoming an entrepreneur as an ordinary choice							
6	See being entrepreneur as any other profession							
7	Consider being entrepreneur as a common way of living							
8	Consider entrepreneurial activity as essential for society							
9	Acknowledge entrepreneurs as needed actors in any economy							
	Emotional legitimacy							
	<i>Definition: Emotional legitimacy reflects how your friends and peers feel about entrepreneurs</i>							
1	Feel inspired by entrepreneurs							
2	Feel excited by entrepreneurs							
3	Feel upset with entrepreneurs							
4	Feel not irritated by entrepreneurs							
5	Are impressed by entrepreneurs							
6	Are enthusiastic about entrepreneurial activity							
7	Feel positive about entrepreneurs							
8	Enjoy meeting entrepreneurs							
9	Like entrepreneurs							
	Status							
	<i>Definition: Status reflects the degree to which your friends and peers define entrepreneurs as a powerful and highly ranked group</i>							
1	Ascribe entrepreneurs a high social position							
2	Think being an entrepreneur is a sign of a position at the top							
3	Consider being an entrepreneur as a sign of wealth							
4	Look up to entrepreneurs							
5	Think entrepreneurs are part of the elite							
6	See entrepreneurs as privileged people							
7	Connect entrepreneurs with a high status							
8	See entrepreneurs as a powerful group							
9	Consider being entrepreneur as a highly valued group							

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3) Please rate all statements with respect to the OPINIONS OF YOUR FRIENDS AND PEERS on a scale from *fully agree* (1) to *absolutely not agree* (6) (if a statement is not clear, please tick the box 7!).

‘My friends and peers...’

		fully agree					absol. not agree	Not sure/clear
		1	2	3	4	5	6	7
	Reputation							
	<i>Reputation reflects the degree to which your friends and peers associate entrepreneurs with a positive image</i>							
1	Associate entrepreneurs with a good reputation							
2	Ascribe entrepreneurs a positive image							
3	Consider entrepreneur as celebrities							
4	Think entrepreneurs are great achievers							
5	Think being entrepreneur is popular							
6	Consider entrepreneurs as heroes							
7	Consider entrepreneurs as idols							
8	Recognize entrepreneurs as role models							
	Uniqueness							
	<i>Uniqueness reflects the degree to which your friends and peers think entrepreneurs are special</i>							
1	Perceive entrepreneurs to be different from the mass							
2	Think being an entrepreneur stands for individuality							
3	Consider entrepreneurs as unique people							
4	Think entrepreneurial activity reflects novelty							
5	Think entrepreneurs have special talents							
6	Think entrepreneurs follow their own dreams							
7	Consider entrepreneurs as special personalities							
8	Believe entrepreneurs are original							
9	Recognize entrepreneurs as exceptional people							

4) Your Age: _____

5) Your Gender: Female ___ Male ___

6) Your Current Situation:

Please select the most appropriate option or combination of options:

- I am self-employed / entrepreneur
- I am full or part-time employed
 - I am employed by a University
- I am a student
- I am unemployed
- I am retired
- I am on parental leave, sabbatical or equivalent
- Other, what?

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ALL YOUR CIRITICAL COMMENTS ARE WELCOME:

How clear and understandable are the statements?

Any suggestions how to improve the formulation and content of the statements?

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Appendix III, The online questionnaire in two parts.



OPINION SURVEY ON ENTREPRENEURSHIP

IN THE FOLLOWING, YOU FIND FOUR DEFINITIONS OF WAYS HOW YOUR FRIENDS AND PEERS CAN "EVALUATE" THE ROLE OF ENTREPRENEURS. PLEASE READ THEM CAREFULLY AND THEN DECIDE WHICH OF THE FOUR DEFINITIONS OF "EVALUATION" AN INDIVIDUAL STATEMENT (1a-1i) REFLECTS BEST.

1) MORAL EVALUATION = reflects the degree to which your friends and peers consider entrepreneurs as moral and contributing to the common good.

2) PRAGMATIC EVALUATION = reflects the degree to which your friends and peers appreciate the benefits they receive from entrepreneurs.

3) COGNITIVE EVALUATION = reflects the degree to which your friends and peers consider the presence of entrepreneurs in society as a matter of fact.

4) EMOTIONAL EVALUATION = reflects how good your friends and peers feel about entrepreneurs.

1. 'MY CIRCLES OF FRIENDS AND PEERS...' *

	Moral evaluation	Pragmatic evaluation	Cognitive evaluation	Emotional evaluation	Not sure	Don't understand statement
1a...believe entrepreneurs follow moral principles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b...are interested in entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1c...consider entrepreneurs as necessary for any society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1d...feel inspired by entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1e...think entrepreneurs care for society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1f...consider entrepreneurs as trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1g...perceive being an entrepreneur as normal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1h...understand what being an entrepreneur means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1i...feel positive about entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1j...believe they can benefit from entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1k...think that the economy cannot function without entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1l...like entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OPINION SURVEY ON ENTREPRENEURSHIP

IN THE FOLLOWING, YOU FIND FOUR DEFINITIONS OF WAYS HOW YOUR FRIENDS AND PEERS CAN "EVALUATE" THE ROLE OF ENTREPRENEURS. PLEASE READ THEM CAREFULLY AND THEN DECIDE WHICH OF THE FOUR DEFINITIONS OF "EVALUATION" AN INDIVIDUAL STATEMENT (2a-2c) REFLECTS BEST.

1) MORAL EVALUATION = reflects the degree to which your friends and peers consider entrepreneurs as moral and contributing to the common good.

2) PRAGMATIC EVALUATION = reflects the degree to which your friends and peers appreciate the benefits they receive from entrepreneurs.

3) COGNITIVE EVALUATION = reflects the degree to which your friends and peers consider the presence of entrepreneurs in society as a matter of fact.

4) EMOTIONAL EVALUATION = reflects how good your friends and peers feel about entrepreneurs.

2. 'MY CIRCLES OF FRIENDS AND PEERS...' *

	Moral evaluation	Pragmatic evaluation	Cognitive evaluation	Emotional evaluation	Not sure	Don't understand statement
2a...share similar values with entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2b...think there are individual benefits of becoming an entrepreneur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2c...believe entrepreneurs contribute to the well-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

being of society.

2d...find entrepreneurs useful for their own life.

2e...consider entrepreneurs as moral.

2f...believe that they can gain a lot from entrepreneurs.

2g...believe entrepreneurs are needed in society.

2h...think entrepreneurs act ethically.

2i...feel amazed by entrepreneurs

2j...consider being an entrepreneur as a normal way of living.

2k...are enthusiastic about entrepreneurs

2l...are impressed by entrepreneurs.

2m...consider entrepreneurs as honest.

2n...feel excited about entrepreneurs.

2o...perceive being an entrepreneur as any other profession.

2p...consider the presence of entrepreneurs in the economy as taken-for-granted.

OPINION SURVEY ON ENTREPRENEURSHIP

IN THE FOLLOWING, YOU FIND FOUR DEFINITIONS OF WAYS HOW YOUR FRIENDS AND PEERS CAN "EVALUATE" THE ROLE OF ENTREPRENEURS. PLEASE READ THEM CAREFULLY AND THEN DECIDE WHICH OF THE FOUR DEFINITIONS OF "EVALUATION" AN INDIVIDUAL STATEMENT (3a-3o) REFLECTS BEST.

1) MORAL EVALUATION = reflects the degree to which your friends and peers consider entrepreneurs as moral and contributing to the common good.

2) PRAGMATIC EVALUATION = reflects the degree to which your friends and peers appreciate the benefits they receive from entrepreneurs.

3) COGNITIVE EVALUATION = reflects the degree to which your friends and peers consider the presence of entrepreneurs in society as a matter of fact.

4) EMOTIONAL EVALUATION = reflects how good your friends and peers feel about entrepreneurs.

3. 'MY CIRCLES OF FRIENDS AND PEERS...' *

	Moral evaluation	Pragmatic evaluation	Cognitive evaluation	Emotional evaluation	Not sure	Don't understand statement
3a...think entrepreneurs act according to ethical rules.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3b...enjoy meeting entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3c...consider entrepreneurs as fair players.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3d...think that they						

are better off thanks to entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3e...are willing to support entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3f...consider entrepreneurs as job creators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3g...believe entrepreneurs act in the public interest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3h...think entrepreneurs are interested in the common good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3i...consider entrepreneurs as essential for any society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3j...find that entrepreneurs are nice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3k...believe that they they can receive a lot of benefits from entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3l...consider the presence of entrepreneurs in the economy as a matter of fact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3m...believe that the economy requires entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3m...have a good feeling about entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3n...believe that the economy cannot exist without entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3o...get along well with entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OPINION SURVEY ON ENTREPRENEURSHIP

IN THE FOLLOWING, YOU FIND THREE DEFINITIONS OF WAYS HOW YOUR FRIENDS AND PEERS CAN "EVALUATE" THE ROLE OF ENTREPRENEURS. PLEASE READ THEM CAREFULLY AND THEN DECIDE WHICH OF THE THREE DEFINITIONS OF "EVALUATION" AN INDIVIDUAL STATEMENT (1a-1f) REFLECTS BEST.

1) STATUS = reflects the degree to which your friends and peers define entrepreneurs as a powerful and privileged group.

2) REPUTATION = reflects the degree to which your friends and peers associate entrepreneurs with a positive image.

3) UNIQUENESS = reflects the degree to which your friends and peers think entrepreneurs are special.

1. 'MY CIRCLES OF FRIENDS AND PEERS...' *

	Status	Reputation	Uniqueness	Not sure	Don't understand statement
1a.....ascribe entrepreneurs a high social position.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b...think entrepreneurs have special skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1c...think being an entrepreneur is popular.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1d.....think being an entrepreneur is a sign of a position at the top.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1e...think being an entrepreneur stands for individuality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1f.....ascribe entrepreneurs a positive image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1g.....associate entrepreneurs with a good reputation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1h...see entrepreneurs as a powerful group.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1i...think entrepreneurs are great achievers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1j...perceive entrepreneurs to be different from the mass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1k...look up to entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1l...consider entrepreneurs as unique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1m...see entrepreneurs as an honoured group.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1n...recognize entrepreneurs as role models.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1o...think entrepreneurs follow their own. dreams.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OPINION SURVEY ON ENTREPRENEURSHIP

IN THE FOLLOWING, YOU FIND THREE DEFINITIONS OF WAYS HOW YOUR FRIENDS AND PEERS CAN "EVALUATE" THE ROLE OF ENTREPRENEURS. PLEASE READ THEM CAREFULLY AND THEN DECIDE WHICH OF THE THREE DEFINITIONS OF "EVALUATION" AN INDIVIDUAL STATEMENT (2a-2o) REFLECTS BEST.

- 1) STATUS = reflects the degree to which your friends and peers define entrepreneurs as a powerful and privileged group.

- 2) REPUTATION = reflects the degree to which your friends and peers associate entrepreneurs with a positive image.

- 3) UNIQUENESS = reflects the degree to which your friends and peers think entrepreneurs are special.

2. 'MY CIRCLES OF FRIENDS AND PEERS...' *

	Status	Reputation	Uniqueness	Not sure	Don't understand statement
2a...associate entrepreneurs with a high social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2b...consider entrepreneurs as special persons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2c...think entrepreneurs are winners.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2d...think entrepreneurs stand out from the crowd.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2e...believe entrepreneurs are original.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2f...think being an entrepreneur stands for originality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2g...believe entrepreneurs make a good career.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2h...see entrepreneurs as privileged people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2i...consider being an entrepreneur as a rewarding profession.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2j...think entrepreneurs are part of the elite.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2k...consider being an entrepreneur as a sign of wealth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2l...recognize entrepreneurs as exceptional people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2m...think entrepreneurs are excellent performers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2n...consider entrepreneurs as as a highly valued group.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2o...consider entrepreneurs as as a symbol for success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>