

Identity and Entrepreneurship: A Review of the Literature

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Abstract

This article analyzes the scientific literature produced in the last ten years on the contributions of identity theory in the understanding of entrepreneurship through a bibliographic review that included three parts: collection, analysis and synthesis. From which a final sample of 77 articles was obtained, where three main perspectives were identified: personal, social and identity construction and the use of narrative and discursive methodologies which broaden our understanding of the entrepreneurial process towards a nuanced description of entrepreneurs and entrepreneurial processes in different social contexts, conceptualizing them beyond an economic phenomenon.

Keywords: *Identity, Entrepreneurship, Business Identity, Entrepreneurial Identity.*

JEL Codes: L26, M13, D91, Z13.

Introduction

In the early nineties, entrepreneurship was considered a relatively new and emerging field with very few academic publications, a situation that began to change in the early 2000s, when it began to have a growing interest on the part of academics, policy makers and the media to position entrepreneurship as a fundamental part of educational policy. economic and social in different parts of the world (Meyer et al., 2014; Braunerhjelm, 2014; Europea, 2013; Henry, Hill, & Leitch, 2005).

In principle, this boom was due to the different links that are made to entrepreneurship within business schools with different economic phenomena such as employment, innovation and growth, doubling its academic activity in the last twenty years, which has contributed to positioning it as an important area of study in the field of Administration (Busenitz, Plummer, Klotz, Shahzad, & Rhoads, 2014).

As a result, there has been an increase in the promotion of the culture of entrepreneurship not only in the United States and Europe, but in Latin America, Asia and Africa through different social discourses that seek to generate new entrepreneurial behaviors in the population (Vanevenhoven, 2013), in which the nature of entrepreneurship, in most cases, is conceived as a "market phenomenon developed by people with special traits or set of behaviors that drive the creation of companies and that contribute to the economic growth of countries" (Essers, Dey, Tedmanson & Verduyn, 2017, p. 18).

However, this dominant vision of entrepreneurship, which privileges economic results over the entrepreneurial process, has contributed to the creation of the image of the entrepreneurial hero which has limited the multidimensional, heterogeneous and social nature in which the different business activities are embedded, which hides the conception of entrepreneurship as "a matter of daily activities rather than of actions of elitist groups of entrepreneurs" (Steyaert & Katz, 2004, p. 180). For some authors, this narrow vision of entrepreneurship as a positive and desirable economic activity (Anderson, 2015) "It obscures in turn important questions: of identity, phenomenology, ideology and power relations" (Tedmanson, Verduyn, Essers, & Gartner, 2012, p. 532; Essers et al., 2017), which limit our understanding of the

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entrepreneurial process, in terms of new business creation and entrepreneurial behaviors (Donnellon, Ollila, & Middleton, 2014; Heriot, Jauregui, Huning, & Harris, 2014).

In this context, Sorensen (2007, cited in Kuada, 2015), identifies a number of contemporary perspectives that broaden the study of entrepreneurship from different approaches, such as: traits and gender, identity, process, behavior, and context which provide a better description of entrepreneurs and business processes in particular social environments. In this sense, it is considered that identity theory offers an important vision for a better understanding of the entrepreneurial process, since it not only focuses its attention on individuals, but also on the way in which they are defined and signified in certain categories of identity through social discourses (Bamberg, De Fina, & Schiffrin, 2011).

This allows us to broaden the dominant vision of entrepreneurship beyond a simple market economic activity carried out by individuals with unique characteristics, and invites us to explore how the construction of different social contexts contributes to the expression of different entrepreneurial behaviors and actions (Welter & Gartner, 2016). This article reviews the way in which identity theory has been applied in the field of entrepreneurship and its contribution to the understanding of different business behaviors and actions in the last ten years.

The first part presents some of the criteria used for the systematic review of publications in specialized journals in the field of entrepreneurship and management that have used the identity perspective as a basis for understanding entrepreneurship. In the second part, the contributions of each of these identity perspectives used to understand entrepreneurship under different development emphases are established. It concludes with the importance of continuing to explore this type of theoretical alternatives as a basis to expand our understanding of the field of entrepreneurship.

Methodology

For the systematic review process of the study of identity in the field of entrepreneurship, the methodology proposed by Crossan & Apaydin, (2010), to conduct a systematic review of a specific topic or topic, through three basic stages: data collection, data analysis, and synthesis. For this first stage of data collection, a search was carried out in English, for the term "identity" in the most representative journals in the field of entrepreneurship, such as: Journal of Business Venturing; Entrepreneurship: Theory and Practice; Strategic Entrepreneurship; Entrepreneurship and Regional Development e International Entrepreneurship and Management Journal, as well as the topic Entrepreneurial identity and Identity Entrepreneurship in a group of management journals [Academy of Management Journal; Academy of Management Review; Journal of Management; Journal of Business Research; Journal of Small Business Management] and in research books published in the last ten years, according to the criteria established in Figure 1.

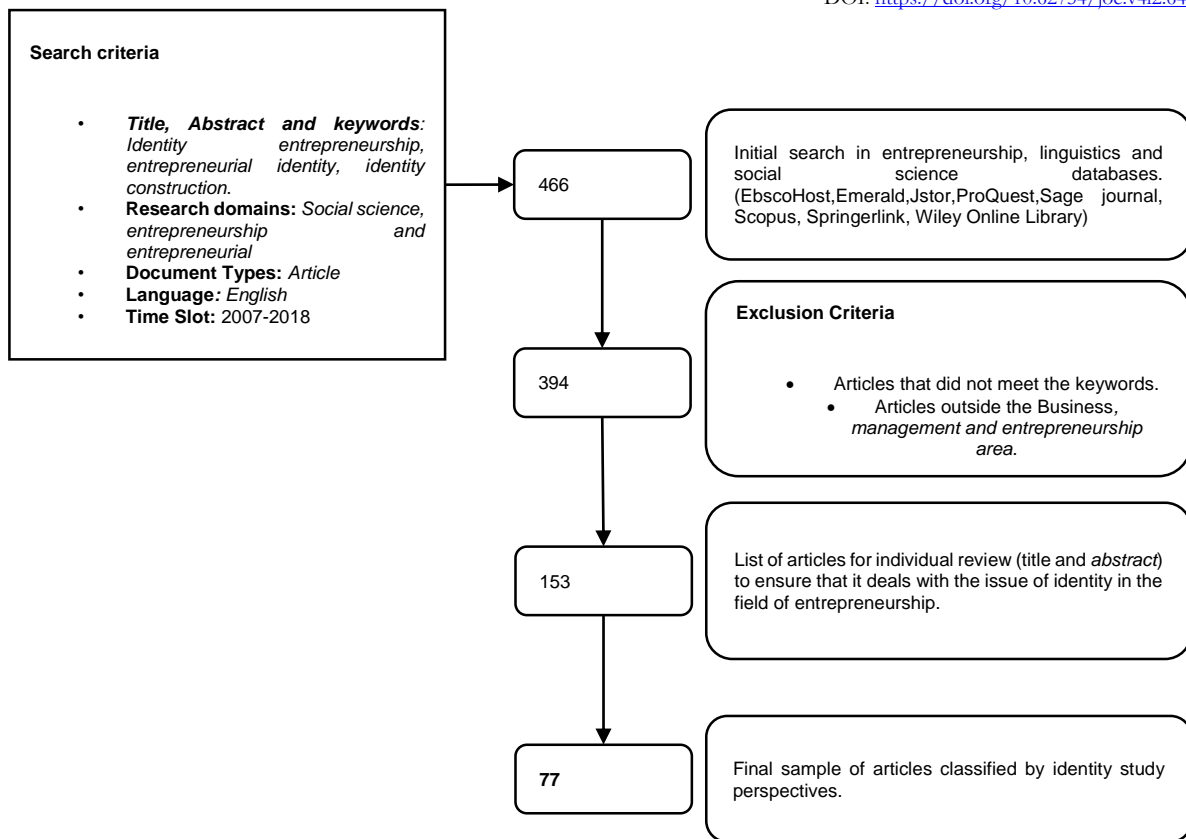


Figure 1. Number of Articles in the Different Stages of the Review Process

Subsequently, in the second stage, once the articles related to the study of identity in the field of entrepreneurship were identified, only those articles or chapters of research books that explicitly contained the word identity in their title or keywords were selected in order to determine the type of conceptualizations and interrelations that were intended to be built within the field of entrepreneurship. Finally, all manuscripts were examined by the authors to verify the main theme of identity, for the elaboration of a final sample (Figure 2).

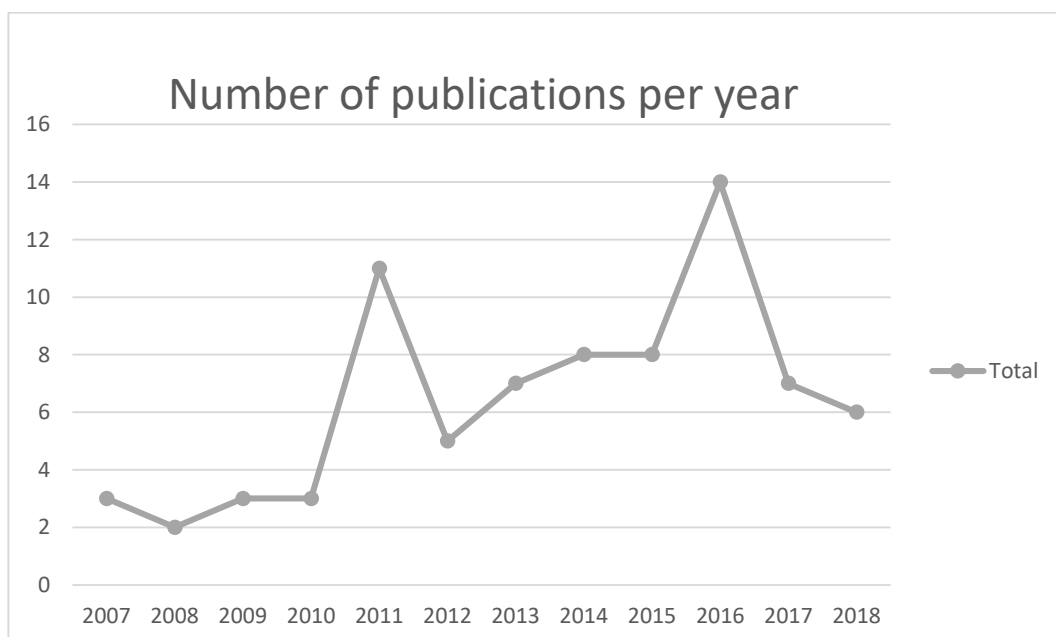


Figure 2. Number of Manuscripts Published by the Main Entrepreneurship and Management Journals in the Period 2007-2018, on the Identity of Entrepreneurship, The Entrepreneur and Its Construction.

A total of 77 publications were analyzed, excluding contributions in gray bibliography, papers and master's and/or doctoral theses, observing an increase in articles in the period studied (see annex 1). In 2016, more publications were made on identity in the field of entrepreneurship. Similarly, this sample was classified according to the research design and the perspective used to address the study of identity in the field of entrepreneurship, identifying three broad research areas that address the identity construct to explain different types of entrepreneurship and entrepreneurial actions, which can be grouped according to the order of frequency in the following perspectives: identity construction; social identity and personal identity (Figure 3).

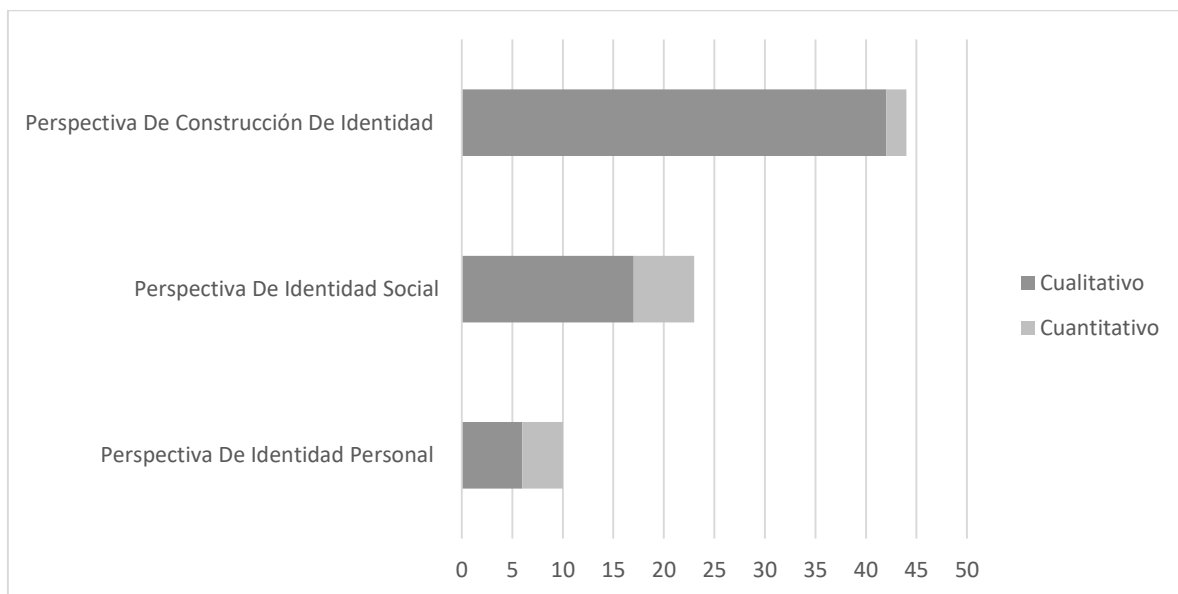


Figure 3. Number of Articles by Perspectives and Methodology Used in the Study of Identity in the Field of Entrepreneurship in the Period 2007-2018. in Original Language Spanish

Thus, it is observed that the most recurrent methodology in identity studies in the field of entrepreneurship is qualitative, with 84% of the sample, since narrative and discursive methods are identified as the most used, compared to quantitative methodology, which only represented 16%, which suggests a trend towards the increasing use of qualitative methods in the study of entrepreneurship [for a recent review, see, Neergaard & Leitch, 2015; McDonald, Ching Gan, Fraser, Oke, & Anderson, 2015]. On this basis, identity has been seen as a fruitful starting point in trying to understand in more detail the black box that studies on entrepreneurship have become, as it provides new insights into multiple facets of business processes (Berglund, 2008; Down & Reveley, 2004; Down & Warren, 2008; Watson, 2009), with the initial rationale that there are strong links between entrepreneurs' self-definition, their actions, and their business outcomes (Shepherd & Haynie, 2009).

In this context, in recent years numerous studies have been carried out on entrepreneurial identity, which is explored from different levels of analysis, ranging from essentialist positions of the self (the entrepreneur is born) to constructionist positions of the self (entrepreneur is made), at the same time, it also attempts to study the way in which the identities of enterprises are constructed as an organization and the challenges faced by their founders to legitimize their entrepreneurial actions (Fisher, Kotha, & Lahiri, 2016; Williams Middleton, 2013; Sahaym, 2013; Ruebottom, 2013). Each of the perspectives identified in the analyzed sample is illustrated below.

Results

Identity Building Perspectives

It is the most representative perspective of the sample with 57% of the articles analyzed. For some identity construction researchers such as Bamberg, De Fina, & Schiffrin (2011), under this type of perspective certain aspects of identity theory gain prominence, while others are set aside, given that there is a distancing from the traditional vision of identity, as something internal to the person, which is present there as part of his or her own individuality. to focus on the contexts and processes in which identity is constructed [as grounded in discursive activities], which can be observed and studied in different social contexts.

According to Wetherell (2001 cited in Dolón & Todolí, 2008), this means that identity can be understood as "a set of culturally available activities sanctioned through power relations" (p. 187), in which the study of the discursive construction of identity becomes relevant insofar as today "people are more exposed to new stimuli and challenges and perhaps more needs for an identity or a set of collective identities that can provide important anchors in a world that is constantly in flux" (Triandafyllidou & Wodak, 2003, p. 208).

In other words, identity is seen as a process of construction through language that, as a discursive resource, not only shapes and maintains ideas and values in a society, but also serves to create, maintain, and legitimize certain types of "social practices" (Machin & Mayr, 2012) or "identity practices" (Bamberg, De Fina, & Schiffrin, 2011) in specific contexts. From this point of view, discourse mediates and constitutes experience: identities (multiple and complex) are based on, and are found within, a discursive repertoire, where the notion of one's own identity (entrepreneur) interacts with broader social structures. Hence, it is considered that the constructs of "entrepreneur" and "entrepreneurship" are generated in everyday social interaction, since they are in these discursive regularities (Gill, 2017, 2014; Lundqvist, Williams-Middlenton, & Pamela, 2015; Watson, 2009) and non-discursive (Kašperová & Kitching, 2014), where contexts are created for the development of values, beliefs, and social norms, which have effects on identity and business practice

On this basis, the use of different discursive and narrative resources in the construction of identity in entrepreneurship by the media is identified, through the use of clichés (Down & Warren, 2008); metaphors (Maclean, Harvey, Gordon, & Shaw, 2015), visual metaphors (Clarke & Holt, 2017) and business stories (Boje & Smith, 2017). 2010; Anderson & Warren, 2011) and biographical (Smith, 2013), which help to position the entrepreneur as a fundamental part of social life, and likewise, by educational institutions seen as spaces of experience and construction of identity for students (Harmeling, 2011), through various institutional discursive practices, which affect the way in which the entrepreneur perceives his opportunities and the execution of them. in relation to the place (McKeever, Jack, & Anderson, 2015; Gill & Larson, 2014), culture (Audretsch, Obschonka, Gosling, & Potter, 2017), and enacted local discourses, all of which are considered critical to entrepreneurship execution (Berglund, Gaddefors, & Lindgren, 2016; Löwe & Heidemann, 2012; Dodd & Hynes, 2012) since they attempt to legitimize certain entrepreneurial characteristics as a sine qua non condition for entrepreneurial action, such as: autonomy, proactivity, aggressiveness, risk-taking, and innovation (Parsiana & Mobaraki, 2016); which provide "access" to what are commonly called identity categories in different social contexts (Bamberg, De Fina, & Schiffrin, 2011).

Indeed, as mentioned above, identity is conceived from this perspective as a set of culturally available activities, often sanctioned by dominant forces, in which the discursive construction of identity is circumscribed by various forms of power and domination (Dolón & Todolí, 2008). However, domination is seen as the imposition of social categories, representations and roles for its internalization, which can be resisted, challenged or adapted by entrepreneurs, so that discourse studies contribute to the theoretical debate on identity in entrepreneurship, helping to elucidate the mechanisms of production and use of the concept of entrepreneur and entrepreneur.

Thus, for example, discourse analysis can contribute to the problematization of identity in entrepreneurship, in that it explores questions raised about entrepreneurship and entrepreneurs, at particular times and places and the answers given and reformulated to those questions, where identities are not something that people have or are. but a resource that people use, make or claim. On this assumption, identities can also be the

product of a role play as a result of social interaction, where they negotiate and adopt roles and are treated as if these representations constituted a "real" person (Dolón & Todolí, 2008).

In this scenario we find different works of identity in the business initiative that, based on the theory of roles (Goffman, 1959), emphasize that the meaning of social actions comes from interactions in structured social scenarios in which the construction of identity is the result of the subjectivation of the repertoire of roles carried out in interaction with these scenarios (positive presentation of the self). Hence, in the sample analyzed, there is evidence of a cross-sectional increase in studies of gender identities in terms of their constitution and positioning in the discourse in the narratives of entrepreneurship (Hamilton, 2014).

In this way, studies were found on the social and institutional gender barriers that women face in order to position themselves as entrepreneurs and legitimize their business initiatives in the face of the masculine discourse of the business initiative (Lewis, 2013; Díaz & Welter, 2011; Orser, Elliott, & Leck, 2011; Smith, 2010), in which the entrepreneur is presented as a static unit, without taking into account his context and social interactions. It should be remembered that in certain social contexts women are attributed with the fulfillment of certain social roles such as that of mothers, which may come into conflict in relation to other available identities such as business identities; as evidenced by Lewis, Ho, Harris, & Morrison, (2016), in the case of the "Mumpreneurs" or enterprising mothers, where they explore this type of role conflict, by illustrating how they try to make the role of identity of mothers cohere with the role of business identity, by reinventing activities related to the business, around personal life, family and commercial (Duberley & Carrigan, 2013).

Thus, there are different empirical studies on the way in which women construct their business identity in family businesses (Fernandes & Mota-Ribeiro, 2017; Bjursell & Melin, 2011) or technology (Ozkazanc-Pan, 2014; Sahaym, 2013) and its relationship with some ethnic aspects in the constitution of new businesses by migrant women (Glinka & Brzozowska, 2015; Essers & Benschop, 2007), while exploring the effects of the gender role on the business growth intentions of their companies. Likewise, studies are identified that explore the construction of women's identity with respect to different economic sectors, such as health (Kovalainen & Osterberg-Hogstedt, 2013; Nadin, 2007) and forestry (Appelstranda & Lidestav, 2015), where the challenges they face according to the type of activity to be carried out and their possible conflicts with the profession are evidenced, given in principle to the social attribution that is assigned to this type of careers or companies, forcing them to legitimize their business action (Elfving, 2015; Williams Middleton K., 2013; Jones, Latham & Betta, 2008; Smith & Woods, 2015).

Another aspect, which is gaining momentum in terms of the use of role theory in the study of entrepreneurship, is the study of the identities of company founders and their transition to different roles of business management, through the use of metaphors, which conceive different roles as "hats", where an attempt is made to explain the business growth of new companies. Hence, it is considered that the use of many "hats" by the nascent entrepreneur can be an important limitation for the organization, since not abandoning certain strategic roles in time will condition business growth (Mathias & Williams, 2017) or the company's capacity for change (Hoang & Gimeno, 2010).

In short, the vision of identity under this construction perspective, conceives the entrepreneur as an active and interactive person, socially involved in a relational process, which manages various "dilemmas" of identity, regarding its agency, differentiation and relevance to various social groups, by trying to answer the question: Who am I? In other words, it explores how certain situated discursive practices solidify and give rise to certain entrepreneurial identities that, on the one hand, give the appearance of a unitary and relatively stable sense of self, but on the other hand, are more negotiated and shaped according to the context in which they are situated.

Social Identity Perspective

Like the identity-building perspective, social identity theory seeks to differentiate group identities (intergroup and intragroup) from personal identity, by developing three basic concepts: categorization, identification, and comparison, from which people form social identities in a sense of belonging to a

certain social category (e.g., nationality, organization, teams among others). Here the social category becomes part of their self-definition, influencing their own self-concept and behavior in terms of that category, as a frame of reference for the self as a way of socially self-categorizing (Spears, 2010).

In this scenario, it is possible to identify that 30% of the articles in the sample analyzed, use a social identity and self-categorization perspective as a basis to explain a variety of entrepreneurial behaviors and actions. Hence, Fauchart & Gruber, 2011), consider that social aspects are the main source of basic motivation for business behaviors and actions, because heterogeneous social motivations shape different individual attitudes and behaviors, given the multiplicity of meanings that founders and groups associate with their entrepreneurship, and the potential effects that these generate on business processes and results (Mikko Vesala, Peura & McElwee, 2007).

Now, from this perspective, as in the previous one, it is based on the fact that human identity is above all "social" and has to do with the individual processes of meaning-making while we participate as actors in all areas of social activity (Wodak & Fairclough, 1997), in which social identity is used to describe the processes of categorization that groups carry out through a process of social comparison. in which people define and identify themselves as belonging to a particular group [social identification]. For example (Fauchart & Gruber, 2011), through the use of three basic identity dimensions: social motivation; self-assessment and frame of reference, empirically constructs a typology of business identities, categorizing them as Darwinians , communitarians and missionaries , based on the meanings attributed by each of the entrepreneurs analyzed, while exploring the way in which each of these social identities of the entrepreneurs affected their business behavior and the start-up of their new companies.

Based on the previous work, the relationship between identity/behavior has been empirically deepened, based on developed typology and the use of other theories, such as Sarasvathy's (2001, 2008) effectiveness. As a result, it has been possible to evidence the existence of different types of behaviors, effective and causal in entrepreneurs, which are related to the identification of different types of identity [See, Gry, Tommy, Ulla, & Sølvi (2016); Gruber & MacMillan, 2017]. This means that different repertoires of social identities also generate different levels of entrepreneurial self-efficacy, where multiple types of firms associated with different types of identity are produced (Morris, Neumeier, Jang, & Kuratko, 2016; York, O'Neil, & Sarasvathy, 2016; Navis & Glynn, 2011).

In other words, the social identity of entrepreneurs is related to the type of opportunity they pursue (Conger, McMullen, Bergman Jr, & York, 2018), which could explain the different levels of entrepreneurial self-efficacy (Brändle, Berger, Golla, & Kuckertz, 2018), in which self-interested Darwinist entrepreneurs are more likely to feel competent. with respect to missionary entrepreneurs who try to promote a social cause, as an option for change, which they are forced to legitimize, in front of investors, bankers, venture capitalists and other providers of resources, since they must build a legitimate distinctive business identity (York, O'Neil & Sarasvathy, 2016; Navis & Glynn, 2011; Wry, Lounsbury & Glynn, 2011). Hence, the role of universities in terms of the promulgation of different entrepreneurial social identities (Smith & Woodworth, 2012) is considered important, which can be "claimed" by different types of entrepreneurs, which as frames of reference can serve to build a legitimate differentiation of entrepreneurial identities, which in turn can be measured in different social contexts (Sieger, Gruber, Fauchart & Zellweger, 2016).

It should be noted that our lack of understanding of the different behaviors that emerge in entrepreneurship is due in principle to the adoption of a traditional perspective, focused on economic rationality and the study of for-profit companies, which has led to an emphasis on the importance of the "relevance of identities" in entrepreneurial behaviors. in terms of the different meanings that different founders associate with their entrepreneurship (Gruber & MacMillan, 2017). Now, as said before, categorizing inside and outside the group and identifying with one's own group implies a social comparison, which can be seen as a process of intra- or intergroup evaluation, which generates a series of tensions between self-esteem and self-evaluation of the group and its members, on the one hand, and the constant search for the distinctive character of the group, on the other (Spears, 2010). In this sense, social influence plays a fundamental role in the way in which people voluntarily learn certain norms and attributes associated with the group or

category and then try to apply them to themselves, as a form of social validation, evidencing the moderating role that social identities have (Obschonkaa, Goethner, Silbereisen, & Cantner, 2012).

As an example of the above, Ahsan, Zheng, DeNoble, & Musteen (2018), at the intragroup level, study the influence that mentors have on nascent entrepreneurs in terms of the continuation or not of their entrepreneurial initiative, since they reveal the importance that this influence has on the affective state of student entrepreneurs, aspects that should also be considered as critical in the appropriation of a business identity. as they facilitate their transition from students to entrepreneurs (self-reflection and feedback from mentors). In the same way, at the intergroup level, Zou, Guo, Guo, Shi & Li (2018), study how academic groups that have an identification with other groups such as those of entrepreneurs, can cause a role conflict regarding the change or loss of academic identity, where confusion in the adoption of certain rules of conduct can harm the performance of academic entrepreneurship.

At this point, it can be said that social influence has not only been studied at the individual level but also at the organizational level; for example, Moss, Short, Payne & Lumpkin, (2011), in their study on dual identities, study the organizational mission of some companies, evidencing, as well as the individual level, a conflict of roles, especially in social enterprises, where the coexistence of two types of identities is observed thanks to the influence that the social context demands of this type of organization. Thus, it is identified that some companies have a product-oriented utilitarian identity like a traditional company, but at the same time maintain a normative identity as an organization, oriented to the social (Lewis, 2016).

That said, social identity has also been used to explore the emotional aspects in the formation of people's intention to participate in entrepreneurial activities, as a result of an individual's socialization process, by trying to understand how social identity can critically influence the intention formation process (Zampetakis, Bakatsaki, Kafetsios, & Moustakis, 2016; Falck, Hebllich, & Luedemann, 2012). By way of illustration, Chasserio, Pailot, & Poroli, (2014) show the tensions to which women entrepreneurs are exposed in countries such as France, in terms of the interaction of multiple social identities, with respect to traditional femininity and entrepreneurship, where they must face various social institutions and their different gender representations, forcing them to design daily strategies that allow them to accommodate different forms of activities business that can be interrelated with their personal and social lives, acting as a kind of agent of social change.

Thus, another view of the subject, tries to explore the "dark side" of the entrepreneurial role, by studying in people the potential effects of deviations from the social identities available in a particular context, in the way in which nascent entrepreneurs try to satisfy their psychological needs (psychological well-being) for differentiation at the expense of belonging to other groups. to trying to understand under what conditions entrepreneurship can be destructive and dysfunctional (Shepherd & Haynie, 2009; Wincent & Örtqvist, 2009).

In summary, the study of social identity in entrepreneurship has been used to explore the way in which people identify with certain types of groups (entrepreneurs) and social categories (entrepreneurs) to which they belong or believe they belong and their associated meanings, while at the same time they categorize themselves through various comparisons that generate different feelings of motivation. intention, stress or psychological discomfort when adjusting or not to the socially identified category.

Personal Identity Perspective

Unlike the previous two perspectives, this perspective focuses on the individual processes of identity, addressing aspects such as passion, motivation, virtues, vocation and self-evaluation, among others, where the emphasis is often placed on the agential role of the individual, in terms of the creation or discovery of his or her own identity (Côté & Levine, 2002; Waterman, 2011). Under these assumptions, 13% of the articles in the analyzed sample are identified, which, based on these elements, try to explain how personal identity generates a series of behaviors and business initiatives.

In this way, some trends are visualized from which the perspective of personal identity is supported in the study of entrepreneurship. The first conceives of identity within entrepreneurship as a process of self-construction, in which people develop and cultivate those choices relevant to their identity, which are considered aligned with their true and authentic selves, in the search for a sense of continuity of their childhood identifications; thus entrepreneurship, it can be seen as a career choice or vocational choice, based on the works of Erikson (1968), and Marcia (1966) where the processes of personal identity formation swing between two conceptual dimensions initially discussed by Erikson: (a) crisis (exploration) and (b) commitment. Under these assumptions, the perspective of personal identity emerges, entrepreneurship as a career choice, in which emphasis is placed on the way in which the individual compares entrepreneurship with respect to other possible development options (employment, self-employment, self-employment), some pushed to undertake out of necessity (Joonas & Wadensjö, 2013) and others, for their ability to self-perceive a better reward (opportunity) (Lofstrom, Bates, & Parker, 2014; Sørensen & Sharkey, 2014).

However, authors such as Duening & Metzger (2017) consider that the main difficulty in helping people develop their individual entrepreneurial identities lies in the amorphous nature of what it means to be an entrepreneur and the struggle of these to try to internalize and express specific personal identities, which makes, in my view, that this way of approaching the study of entrepreneurship, as a career choice, is based on unsupported assumptions that limit its applicability, since it must be based on a detailed definition of entrepreneur, associated with certain qualities or virtues. For example, according to Duening (2017), aspects such as virtues are essential, because when considering entrepreneurship as a professional career, in turn moral, to which one could aspire to belong, a series of virtues associated with being an entrepreneur must be identified and internalized, which once internalized will promote greater levels of persistence with respect to the defined business initiative.

However, under the same works of Erikson (1968), the study of personal identity is glimpsed, a variation within the study of entrepreneurship, based on the theory of self-determination, where differences in the internalization of commitments, seen as an integrating process, play an important role in the models of self-construction of identity and the self-determination of people in the development of identity (Soenens & Vansteenkiste, 2011).

Hence, different aspects are considered essential in the adjustment and integration of these commitments in the construction of people's business identity; according to (Kirkley, 2016) "deep beliefs" or values such as: independence, creativity, ambition and risk-taking, are essential not only for decision-making, but also for the construction of people's business identity. In the same sense, authors such as Murnieks, Mosakowski, & Cardon (2014), in their study on passion in entrepreneurs, state that entrepreneurial identities can influence the passion and behavior of entrepreneurs, in terms of the centrality and perceived self-efficacy of their entrepreneurial identity, since greater perceived self-efficacy (centrality) is associated with entrepreneurial behaviors (Cardon, Gregoire, Stevens, & Patel, 2013). In the same way, aspects such as motivation are related to personal identity, since it is considered that this operates as a motivational factor of self-efficacy towards business transitions, since the more aligned the individual's self-perception is with the perceptions of the entrepreneurial role, the more motivated he will be to carry out activities related to entrepreneurship and vice versa (Obschonka, Silbereisen, Cantner, & Goethner, 2015; Farmer, Yao, & Kung-Mcintyre, 2011; Mills & Pawson, 2011).

The second approach identified in the study of personal identity within entrepreneurship is the one that conceives identity as a cognitive structure that provides a personal frame of reference for interpreting relevant information, solving problems, and making decisions (Berzonsky, 2011), where people, through different cognitive processes, build their own entrepreneurial scheme. based on past experiences from which individuals identify new business opportunities (Jarvis, 2016), which can also be identified through the intervention of mentors who provide a better conception of the entrepreneurial initiative to be developed (Qureshi, Saeed & Wasti, 2016).

In summary, the study of personal identity in the entrepreneurial initiative has been useful to explore the way in which people at different stages of their lives can explore and commit themselves to the performance of certain entrepreneurial activities, which can be seen, according to the work of Erikson and Marcia, as a

continuity of their childhood identifications (vocation). as a life choice, in the search for their own self-construction of identity with respect to their beliefs, virtues, motivations and perceptions of effectiveness, as a self-determination to assume new business roles, where irrefutable characteristics are an essential part of their personal identity, thus guaranteeing their persistence in these behaviors and business activities.

Conclusions

The main contribution of the article lies in addressing the literature review of new theories (identity theory) that from the field of entrepreneurship, in the last 10 years have been considered as valuable in the understanding and explanation of the studies of entrepreneurship, because it is through these that it is possible to have a nuanced and heterogeneous view of entrepreneurs and their business initiatives. as valuable ways of generating knowledge in specific social contexts, where entrepreneurship and entrepreneurs are explored not only as an economic phenomenon but also as an everyday activity, making visible aspects such as:

The heterogeneous nature of the businessman or entrepreneur. The studies analyzed here distort the social positioning of the entrepreneur or businessman as a homogeneous social category and validate the importance of including in the social discourses promulgated by different institutions and media, the different daily ways of being a businessman or entrepreneur present in different social contexts, so that as "available" identities they can be equally claimed by those people who identify with them. these, beyond the traditional economic view. Different motivations (including economic ones) generate different types of organizational behaviors and initiatives, where the way we define ourselves at a personal, group and social level positively or negatively influence the development of our business behavior.

The masculine nature of the discourse of entrepreneurship. Similarly, the studies analyzed here distort the masculine nature in which the discourse of entrepreneurship is framed, where the entrepreneur is conceived as a solitary person who through his self-determination achieves exceptional results. In contradiction, the articles presented here show the way in which gender issues, as a social category, should be included as an essential part of the entrepreneurial discourse, since they can restrict or delegitimize certain ventures or economic behaviors. The lack of visibility of entrepreneurial initiatives by women, ethnic groups, among others, distorts alternative forms of entrepreneurship present in different social contexts, hiding new organizational forms and even worse delegitimizing their entrepreneurial action, which helps to position entrepreneurship as a role developed only by men by not including the different ways in which women entrepreneurs and ethnic groups try to balance their role business with other socially assigned roles.

In this context, the study of identity in entrepreneurship has gained ground in recent years, it is possible to say that its study is still relatively recent, however, this review of the current state of research on entrepreneurial identity manages to identify how the study of identities in entrepreneurship can contribute to explain the way in which they are constructed, they maintain and transform different types of business behaviors that are configured through actions that promote people's entrepreneurship.

Now, identity is, of course, a complex construct, with multidisciplinary roots and consequently with a range of conceptual meanings and theoretical roles associated with it, in which the need to develop more critical studies on entrepreneurial identity that recognize, first, that entrepreneurial identity is a dynamic and fluid characteristic rather than (relatively) fixed and invariable, is highlighted. and second, that the focus of research should shift from the analysis of identity itself (the position of identity as an entity) to the identity work processes through which entrepreneurial identities are formed and constructed (the position of identity as a process). These aspects would contribute to understanding and legitimizing different business actions and behaviors, which under the dominant economic view, are considered illegitimate or even worse unnecessary for the social and economic development of the different regions.

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Annex 1. Database of Analyzed Articles

Journal	Impact	Article	Volume	Number	Year
Academy of Management Journal	Q1	Darwinians, Communitarians, and Missionaries: The Role of Founder Identity in Entrepreneurship	54	5	2011
Academy of Management Learning & Education	Q1	Developing Social Entrepreneurs and Social Innovators: A Social Identity and Self-Efficacy Approach	11	3	2012
Academy of Management Review	Q1	Changing with the Times: An Integrated View of Identity, Legitimacy, and New Venture Life Cycles	41	3	2016
		Legitimate Distinctiveness and the Entrepreneurial Identity: Influence on Investor Judgments of New Venture Plausibility	36	3	2011
Culture and Organization	Q1	Re-storying and visualizing the changing entrepreneurial identities of Bill Gates and Richard Branson	16	4	2010
Education + Training	Q1	Am I a student and/or entrepreneur? Multiple identities in student entrepreneurship	59	2	2017
		Re-storying an entrepreneurial identity: education, experience and self-narrative	53	8/9	2011
Edward Elgar Publishing		Entrepreneurial Identity: Professional virtues moderate attraction and persistence			2017
Entrepreneurial Business and Economics Review		Immigrant entrepreneurs: in search of identity	3	3	2015
Entrepreneurship & Regional Development	Q1	Provoking identities: entrepreneurship and emerging identity positions in rural development	28	1-2	2016
		The impact of regional entrepreneurial contexts upon enterprise education	24	9-10	2012

		Identity capital: an exploration in the context of youth social entrepreneurship	28	3-4	2016
		Entrepreneurs' social identity and the preference of causal and effectual behaviours in start-up processes	28	3	2016
Entrepreneurship Theory and Practice	Q 1	The Behavioral Impact of Entrepreneur Identity Aspiration and Prior Entrepreneurial Experience	35	2	2011
		Dual Identities in Social Ventures: An Exploratory Study	35	4	2011
		A careers perspective on entrepreneurship	40	2	2016
European Journal of Business and Economics		A Narrative Perspective of Immigrant Entrepreneurial Identity: Literature Review and Implications for Studies in the Post Socialist Societies	10	1	2015
Gender in Management: An International Journal	Q 2	'Respect' and 'Self-Determination' women entrepreneurs' identities and entrepreneurial discourses	32	1	2017
		Feminist attributes and entrepreneurial identity	26	8	2011
Gender, Work & Organization	Q 1	The Search for an Authentic Entrepreneurial Identity: Difference and Professionalism among Women Business Owner	20	3	2013
Human relations	Q 1	Identity, storytelling and the philanthropic journey	68	10	2015
		Making the ideal (local) Entrepreneur: Place and the Regional Development of High Tech Entrepreneurial Identities	67	5	2014
Industry & Higher Education	Q 3	Entrepreneurial identity an role expectations in nascent entrepreneurship	29	5	2015
International Entrepreneurship and Management Journal	Q 1	Identity in entrepreneurship effectuation theory: a supplementary framework	8	3	2012

		Role stress and entrepreneurship research	5	1	2 0 0 9
		Who am I? The influence of social identification on academic entrepreneurs' role conflict			2 0 1 8
International Journal of Entrepreneurial Behaviour & Research	Q 1	Postcolonial feminist analysis of high-technology entrepreneuring	20	2	2 0 1 4
		Embodying entrepreneurial identity	20	5	2 0 1 4
		Becoming entrepreneurial: gaining legitimacy in the nascent phase	19	4	2 0 1 3
		When entrepreneurial identity meets multiple social identities: Interplays and identity work of women entrepreneurs	20	2	2 0 1 4
		Entrepreneurial behaviour: the role of values	22	3	2 0 1 6
		Narrative construction of the social entrepreneurial identity	14	5	2 0 0 8
		Constructing narratives of enterprise: cliché's and entrepreneurial self-identity	14	1	2 0 0 8
		Identification, intentions and entrepreneurial opportunities: an integrative process model	22	2	2 0 1 6
International Journal of Gender and Entrepreneurship	Q 2	Becoming an entrepreneur: opportunities and identity transitions	8	2	2 0 1 6
		Entrepreneurship within social and health care:A question of identity, gender and professionalism	5	1	2 0 1 3
		Proactive and reactive plots: narratives in entrepreneurial identity construction	3	3	2 0 1 1

		Masculinity, doxa and institutionalisation of entrepreneurial identity in the novel <i>Cityboy</i>	2	1	2 0 1 0
International Journal of Management Reviews	Q 1	Identity Work and Emotions: A Review	20	1	2 0 1 8
International Small Business Journal	Q 1	The career identities of 'mumpreneurs': Women's experiences of combining enterprise and motherhood	31	6	2 0 1 3
		The entrepreneur as hero and jester: enacting the entrepreneurial discourse	29	6	2 0 1 1
		Gender identities and practices: Interpreting women entrepreneurs' narratives	31	4	2 0 1 1
		Integrating motivation, risk-taking and self-identity: A typology of ICT enterprise development narratives	30	5	2 0 1 1
		Entrepreneurial action, identity work and the use of multiple discursive resources: the case of a rapidly changing family business	27	3	2 0 0 9
Journal of Business and Psychology	Q 1	Entrepreneurial Self-Identity: Predictors and Effects Within the Theory of Planned Behavior Framework	30	4	2 0 1 5
Journal of Business Research	Q 1	Born with a silver spoon of legitimacy but struggling for identity? The paradox of emerging spin-offs in a new sector	66	11	2 0 1 3
Journal of Business Venturing	Q 1	Imagery of ad-venture: Understanding entrepreneurial identity through metaphor and drawing	32	5	2 0 1 7
		Giving up the hats? Entrepreneurs' role transitions and venture growth	33	3	2 0 1 7
		Becoming a founder: How founder role identity affects entrepreneurial transitions and persistence in founding	25	1	2 0 1 0
		Category membership, identity control, and the reevaluation of prosocial opportunities	33	2	2 0 1 8

		Measuring entrepreneurial passion: Conceptual foundations and scale validation	28	3	2013
		Measuring the social identity of entrepreneurs: Scale development and international validation	31	5	2016
		Birds of a feather don't always flock together: Identity management in entrepreneurship	24	4	2009
Journal of Business Venturing Insights	Q 1	I am what I am - How nascent entrepreneurs' social identity affects their entrepreneurial self-efficacy	9		2018
Journal of Enterprising Communities: People and Places in the Global Economy	Q 2	Supporting the cause – a case study on social entrepreneurial identity at the Rosenlund heritage site	9	1	2015
		Rescripting criminal identity: A "close reading" of contemporary biographies of British criminals as entrepreneurship discourse	7	4	2013
Journal of Global Entrepreneurship Research		The impact of various entrepreneurial interventions during the business plan competition on the entrepreneur identity aspirations of participants	6	1	2016
Journal of Innovation and Entrepreneurship		Sex differences in entrepreneurs' business growth intentions: an identity approach	5	1	2016
Journal of Management	Q 1	Pathways of Passion: Identity Centrality, Passion, and Behavior Among Entrepreneurs	40	6	2014
Journal of Management Studies	Q 1	Exploring Environmental Entrepreneurship: Identity Coupling, Venture Goals, and Stakeholder Incentives	53	5	2016
Journal of Small Business and Enterprise Development	Q 2	The split entrepreneurial identity of the farmer	14	1	2007
Journal of Small Business Management	Q 1	Distinguishing Types of Entrepreneurial Ventures: An Identity-Based Perspective	56	3	2016
		Entrepreneurial Narrative Identity and Gender: A Double Epistemological Shift	52	4	2014

		From Student to Entrepreneur: How Mentorships and Affect Influence Student Venture Launch	56	1	2018
Journal of Social Entrepreneurship	Q1	Stakeholder Engagement in the Social Entrepreneurship Process: Identity, Governance and Legitimacy	6	2	2015
Journal of Vocational Behavior	Q1	Social identity and the transition to entrepreneurship: The role of group identification with workplace peers	81	1	2012
Management Science Letters		Investigating of the effect of entrepreneurial orientations on formation of entrepreneurial identity	6	10	2016
Organization	Q1	'If you're struggling to survive day-to-day': Class optimism and contradiction in entrepreneurial discourse	21	1	2014
Organization Science	Q1	Legitimizing Nascent Collective Identities: Coordinating Cultural Entrepreneurship	22	2	2011
Organization Studies		Enterprising Identities: Female Entrepreneurs of Moroccan or Turkish Origin in the Netherlands	28	1	2007
Palgrave Macmillan, Cham		Motivation and Entrepreneurial Cognition			2018
Scandinavian Journal of Forest Research	Q1	Women entrepreneurship – a shortcut to a more competitive and equal forestry sector?	30	3	2015
Small Business Economics	Q1	A new perspective on entrepreneurial regions: linking cultural identity with latent and manifest entrepreneurship	48	3	2017
		Identity and entrepreneurship: do school peers shape entrepreneurial intentions?	39	1	2012
Strategic Entrepreneurship Journal	Q1	Entrepreneurial Behavior: A Reconceptualization and Extension Based on Identity Theory	11	3	2017
The International Journal of Management Education		Constructing entrepreneurial identity in entrepreneurship education	12	3	2014

Women in Management Review		Entrepreneurial identity in the care sector: navigating the contradictions	22	6	2 0 0 7
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