



Entrepreneurship: shaping the future | The Manifesto

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Let us be honest, the echo generated by the words *entrepreneur* and *entrepreneurship*, pronounced for the first time by Cantillon (1755), recalled by Say (1803), and consecrated by Schumpeter (1911), has been greater than expected. Entrepreneurs, acting under conditions of risk to speculate on the market (Cantillon, 1755) or to bring innovation to the market (Schumpeter, 1911), have compelled scholars to redefine the boundaries of economics and management studies to give space to this new field of research.

Since 1911, these two words have been the focal point of countless studies, research, reflections, and speculations aiming to clarify their meanings. The first series of attempts can be dated back to the 1980s when Gartner (1985), Stevenson and Gumpert (1985), Rumelt (1987), and Low and MacMillan (1988) published their contributions.

Later on, scholars have proceeded by addressing different research trajectories (Gartner, 1990; MacMillan, 1993; Shane, 2000; Westhead & Wright, 2000; Davidsson et al., 2001; Acs & Audretsch, 2003; Audretsch, 2002, 2003, 2012; Casson, 2003; Wiklund et al., 2019; Landström, 2020). Some have tried to improve and complete pre-existing definitions; others have proposed distinct concepts and definitions, thus opening new avenues of research and broadening the horizons of research. In the end, entrepreneurship studies have become *a label of convenience with little inherent meaning* (Gartner, 1990, p. 16) or *a broad label under which a hodgepodge of research is housed* (Shane & Venkataraman, 2000, p. 217).

Studies in entrepreneurship reveal a mixture of concepts, definitions, principles, paradigms, constructs, and schemes that can be in line with each other, overlapped, or openly in contrast (Phan, 2004; Simpeh, 2011; Henry & Foss, 2015; Doern et al., 2019; Bacq et al., 2022; Vedula et al., 2022). However, despite the mixture of achieved results, scholars confirm that entrepreneurship is a distinct field of research (Bygrave, 1989a, b) and so they are interested in the proposal of a general theory of entrepreneurship that is still missing today (Gartner, 1990; Shane & Venkataraman, 2000).

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