

Entrepreneurship: motivation & place

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Firm location has been treated in Geography as a strict economic and rational process – without consideration for the decision makers. The last few decades, research on firm location has shifted its attention more to the decision makers (e.g. the entrepreneur or the management team). Decisions on firm location have been seen as bounded-rational suboptimal decisions, but are now also investigated as decisions based on much more personal, irrational and self-supported motivations and preferences, also influenced by the age and skills of the entrepreneur. Entrepreneurs can have a fear for the un-known and decisions are not only steered by business opportunities, but also by residential preferences of the owner-entrepreneur, for example.

In this session we want explore the state-of-the art research on firm location decisions from an Emotional Geographical perspective and/ or a Behavioural Economic Approach , which studies the effects of social, cognitive, and emotional factors on the economic decisions of individuals. Both quantitative and qualitative work is welcome. Examples include, but are not restricted to, entrepreneurship in later life, cultural entrepreneurship, and or mental maps for entrepreneurs

Please send paper abstracts of between 250-300 words to
Aleid (a.e.brouwer@rug.nl) by January 5th , 2013.

About the organizers:

Aleid Brouwer is assistant professor at the Faculty of Spatial Sciences, Department of Economic Geography at the University of Groningen, The Netherlands. Aleid has done extensive research on firm location from both the behavioural approach as well as from the viewpoint of the Organizational Ecology, using both qualitative as well as qualitative methodology. Her specific interests are: firm demography, international firm (re)location and entrepreneurship as a chance for older adults. <http://www.rug.nl/staff/a.e.brouwer/index>

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