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## MANY ROADS LEAD TO ROME. A CONFIGURATIONAL ANALYSIS OF STRATEGIES FOR NEW VENTURE CREATION (SUMMARY)

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## ≈ SUMMARY ≈

**MANY ROADS LEAD TO ROME. A CONFIGURATIONAL ANALYSIS OF STRATEGIES FOR NEW VENTURE CREATION**

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**Principal Topic**

Entrepreneurship is commonly understood as a process that brings together a unique set of resources to pursue an opportunity. While RBT proposes that it is the firm's unique *bundle* of resources that drive firm heterogeneity, many studies take isolated resources into account. Accordingly, our study is concerned with RBT as framework for explaining entrepreneurial success, but it also highlights that research findings often de facto rely on the concept of *bundle of valuable resources* instead of *valuable bundle of resources*. By focusing on *valuable bundle*, we draw attention to the significance of configuration studies for entrepreneurship research.

We show that founders have various design choices for their new venture and that why and how entrepreneurs combine resources to a unique organizational design is more relevant in order to understand new venture creation than the effects of isolated resources. We theorize that the particular value of one resource can be better understood if it is taken into account in the bundle with supplementary resources. On grounds of this assumption, we theorize that there are multiple, equally successful combinations of resources, which are all leading to new venture creation.

**Method**

In order to support our proposition with empirical evidence, a mixed-method approach is conducted using data from the Panel Study of Entrepreneurial Dynamics. First, based on theory and prior studies, we estimate net-effects of various resources on new venture creation. We will show that access to human, social, and financial resources is indeed positively associated with the likelihood of starting a new business. However, in a second step using the same data, we conduct a configurational analysis based Qualitative Comparative Analysis. Such set-theoretic approach allows a detailed analysis of how causal conditions contribute to the outcome of new venture creation.

The main value of this paper is the emphasis of both the complexity of organizational design choices of new ventures as well as the limitations of the commonly used methods to evaluate this particular complexity. We contribute to RBT and entrepreneurship theory by drawing a precise picture of founders' applied strategic choices in order to create their new business and how these insights can inform theory crafting.

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