

## The Impact of Bricolage on Corporate Entrepreneurship: The mediation role of opportunity identification

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### ABSTRACT

In entrepreneurship literature, the importance of Bricolage is conceptualized in the ability to overcome resource constraints and thereby creating the market and the growth of emerging companies. In this way, the present study aimed to investigate the effect of Bricolage on Corporate Entrepreneurship with the role of mediating opportunity identification in companies active in the field of agricultural engineering consulting services. The statistical population consisted of all of the managers of the firms of the Agricultural Engineering Services of the Markazi province in 130 People. The sample size was determined based on Cochran's formula of 97 people who were selected by simple random sampling. Data collection was done by using a standard questionnaire which has had the necessary validity and reliability. In this research, apparent validity (referring to six professors and experts in the field of entrepreneurship) was used and reliability was confirmed through the combination of reliability and Cronbach's alpha. In order to analyze the data, Structural Equation Modeling and Smart PLS2 software have been used. The results of the research indicated that bricolage directly affects corporate entrepreneurship. In addition, bricolage has a positive impact on corporate entrepreneurship indirectly through the mediating role of opportunity identification.

**Keywords:** Bricolage, Corporate Entrepreneurship, Opportunity Identification

### EXTENDED ABSTRACT

#### Objectives

Bricolage, in the entrepreneurial literature, has been used to explain the concept of market creation and the growth of emerging companies. Because new venture and start-ups usually do not have the available resources, bricolage enables them to survive and even rehabilitate and renovate existing resources to fill existing resource. In fact, bricolage is an important way to encounter the organizational tendency to accept limitations without testing them. Evidence suggests that new venture capital investments involved in bricolage are better able to manage resource constraints and achieve superior performance. Accordingly, most entrepreneurship studies refer to bricolage as an approach to overcome the problem of the resources limitations of new venture capital. However, the effects of bricolage are more than just resource constraints. To some extent, some researchers have pointed to the effect of bricolage on knowledge production and opportunity identification. Bricolage through the creation of new knowledge may enable organizations to identify more opportunities, so the process of identifying opportunities is another important process of entrepreneurship. Therefore, the current study was conducted to investigate the effect of bricolage on corporate entrepreneurship with the role of mediating opportunity identification in companies

active in the field of agricultural engineering consulting services. Hypotheses are thus developed to examine the relationship between bricolage and corporate entrepreneurship as well as the mediating role of opportunity identification.

### Methodology

The statistical population consisted of 130 managers of the firms of the Agricultural Engineering Services of the Markazi Province in Iran. The sample size was determined on the basis of Cochran's formula of 97 people who were selected by simple random sampling. Data collection was done by using a standard questionnaire which has had the necessary validity and reliability. In this research, face and content validity (referring to 6 professors and experts in the field of entrepreneurship) was used and reliability was confirmed through the combination of reliability and Cronbach's alpha. In order to analyze the data, Structural Equation Modeling and Smart PLS2 software have been used.

### Results and Discussion

The empirical results generally support our hypotheses by showing that (1) bricolage positively influences opportunity identification, (2) opportunity identification positively influences corporate entrepreneurship, and (3) opportunity identification mediates the relationship between bricolage and corporate entrepreneurship. We conclude that the subjective knowledge derived from bricolage will shape a firm's subjective opportunity set and facilitate opportunities identification, which will ultimately increase the likelihood of the incumbent firm's corporate entrepreneurship (including product innovation, venturing, and strategic renewal).

### Conclusion

By joining insights from recent research that bricolage gains new knowledge of resources at hand, this study argues that the idiosyncratic knowledge derived from bricolage is a valuable source of identifying new opportunities. Furthermore this research (i.e., opportunity identification is positively related to corporate entrepreneurship) provides new evidences that the more opportunities that firms can identify and embrace, the more subsequent entrepreneurial activities. New opportunities are argued to be vital in influencing the focal firm to take part in corporate entrepreneurship. Consistent with these arguments, our result supports the positive relationship between opportunity identification and corporate entrepreneurship because the more entrepreneurial opportunities the firm identify, the more possibilities they have for entrepreneurial choices and subsequently pursue innovation, venturing, or strategic renewal projects.