

Media and Entrepreneurship: A Survey of the Literature Relating Both Concepts*

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Abstract

As a scientific field of research, entrepreneurship has strong relevance to media. On the one hand, the entrepreneurship phenomenon heavily impact media industries as long as they, in their very nature, fall into the culture and creativity-related businesses. The essential characteristics of the entrepreneurial activities such as creation, innovation and novel ways of thinking are critical in building media business success. On the other hand, media also play an important role in influencing the entrepreneurship phenomenon, by creating a discourse that transmits values and images ascribed to entrepreneurship, by providing a carrier promoting entrepreneurial practices, and by encouraging an entrepreneurial spirit in the society. Through these means, media and entrepreneurship have a reciprocal impact.

In view of this unique and significant mutual effect between media and entrepreneurship, investigating how entrepreneurship affects the media industries and, at the same time, how media influence entrepreneurial activities, appears necessary and meaningful. This paper aims at exploring this mutual relationship by reviewing articles and books relating to either *entrepreneurship in media* or *the impact of media on entrepreneurship*. The survey was conducted using bibliographic databases to search for journal articles and books in the English language published between 1971 and 2004. Despite the time span of more than thirty years, the number of articles found was very limited, the majority of which were classified as studies of entrepreneurship in media, whilst a small number corresponded to studies of the impact of media on entrepreneurship. Within the former category, the most frequently studied topic was innovation, followed by the entrepreneurship phenomenon, the entrepreneur as an individual in the organisation, and the family business. The latter category was mainly focused on the women's role on entrepreneurship, and on well-known media founders seen as entrepreneurs.

Given the research methods we adopted, it is possible to state three conclusions. First, there is an increasing trend for researching media and entrepreneurship. Second, the current entrepreneurship research in media industries is unevenly distributed, with newspapers, film and music being the favoured industries, and the topics of innovation and family business the most frequently addressed. Finally, very few efforts have been made to research how media affect the entrepreneurship phenomenon.

Keywords: media, media firms, entrepreneurship, literature survey, reciprocal relationship

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As a scientific field of research, entrepreneurship has strong relevance to media, and particularly to media management studies. On the one hand, entrepreneurship phenomena heavily impact media industries as long as they, in their very nature, fall into the culture and creative industries. A creative feature and an artistic process of content production differentiate media products and services from other industrial outputs (cf. Caves, 2000). Therefore, the essential characteristics of the entrepreneurial activities such as creation, innovation and novel ways of thinking are critical in building media business success.

On the other hand, media also play an important role in influencing the entrepreneurship phenomenon, by creating a discourse that transmits values and images ascribed to entrepreneurship, by providing a carrier promoting entrepreneurial practices, and by encouraging an entrepreneurial spirit in the society. Thus, in this way, media and entrepreneurship have an impact on each other.

Even though this mutual effect between media and entrepreneurship is unique and significant, so far no study has been made to research such a reciprocal relationship. Hence investigating how entrepreneurship affects media industries and, at the same time, how media influence entrepreneurial activities, appears necessary and meaningful.

This paper makes an initial effort to explore the mutual relationship described by reviewing articles and books relating to either *entrepreneurship in media* or *the impact of media on entrepreneurship*. By examining the studies that have already been done, it is hoped that the understanding on *media and entrepreneurship* can be enhanced, and gaps in knowledge can be identified in order to outline further research initiatives.

The paper begins with a conceptual framework; therein, the terms *entrepreneurship*, *entrepreneurship research domain*, *media* and *media industry* are defined. The next section illustrates the research method and the parameters used in the searching process. Then a classification of the studies is shown, and how *the entrepreneurship research in media industries* and *the role media play in influencing the entrepreneurship* have been developed in the academic literature are described

qualitatively in the following section. In the final part of the paper, the discussion and conclusions are stated and an agenda for future research is proposed.

Conceptual Framework

Understanding the concept and domain of entrepreneurship and media is an important foundation to perform this study.

The word *entrepreneurship* is widely used today. However, offering a specific and unambiguous definition of the entrepreneurship is still challenging. This is not because the definition is not available, but because there are too many, and even these definitions rarely agree with each other on some essential characteristics of the entrepreneurship, as demonstrated by countless articles in academic journals discussing the issue¹. Davidsson (2004), for instance, lists at least seven definitions, and Shane and Venkataraman (2000) started a long dialogue in the *Academy of Management Review* for the definition they gave. All this causes no surprise, bearing in mind that it is a new field of study.

According to Shane and Venkataraman (2000), who gave one of the most cited definitions, “entrepreneurship is concerned with the discovery and exploitation of profitable opportunities.” However, it is also necessary to make a distinction between the terms *entrepreneurship* and *entrepreneurship research*. Davidsson (2004) proposes that entrepreneurship be defined as “the competitive behaviours that drive the market process”, while the domain of entrepreneurship study is structured around the idea of the emergence of new business ventures. This definition of the domain of research is based upon previous literature (Shane and Venkataraman, 2000; Zahra and Dess, 2001; Gartner, 1988; Venkataraman, 1997).

It is also possible to observe the continuous evolution of the term entrepreneurship. For instance, the definition given by Shane and Venkataraman in 2000 was rewritten

¹ There are two special journal issues dedicated to discuss about the entrepreneurship research issues. One is *Strategic Management Journal* Vol. 11, Special Issue on Corporate Entrepreneurship (1990); the other is *Entrepreneurship Theory and Practice* Vol. 25, Issue 4 (2001).

by Shane in 2003. In the book “A General Theory of Entrepreneurship”, Shane eliminates the profit requisite: “I define an entrepreneurial opportunity as a situation in which a person can create a new means-ends framework for recombining resources that the entrepreneur believes will yield a *profit*” (the italics are from the author). In the next paragraph, he adds, “readers should note that entrepreneurial opportunities are not necessarily profitable” (Shane, 2003).

Low and MacMillan (1988), dealing with the problems of all the definitions available in the literature –from Schumpeter to Gartner– concluded that “the problem with these definitions is that though each captures an aspect of entrepreneurship, none captures the whole picture.” He adds, then, that “it seems likely that the desire of common definitions and clearly defined area of inquiry will remain unfulfilled in the foreseeable future.”

Even though Davidsson is not explicit in using the word *opportunity*, in contrast to Shane and Venkataraman (2000), it is impossible to deny that entrepreneurship research “involves the study and sources opportunities; the processes of discovery, evaluation, and exploitation of opportunities; and the set of individuals who discover, evaluate, and exploit them” (Shane and Venkataraman, 2000). Based on Casson (1982), they defined entrepreneurial opportunity as “those situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production.” Nevertheless, not all opportunities are entrepreneurial opportunities. The requisite is “the discovery of new means-ends relationships” (Shane and Venkataraman, 2000).

In the same way as not all opportunities yield profits, not all industries are evenly profitable. “If a random entrepreneur started a business in certain industries and not in others, that person would be much more likely to have very rapidly growing private or public company” (Shane, 2003; p. 18). Thus, there is a relationship between specific industry characteristics and entrepreneurial opportunities.

A consensual definition of entrepreneurship has not come yet, nonetheless everyone agree it is a multi-faced phenomenon, which comprehends from the discovery of opportunities, to the start-up of new companies and, to the carrying out of new

strategic initiatives within existing business (corporate entrepreneurship). And if there is not consensus in a precise definition is not because of lack of desire, but because entrepreneurship has been approached from too many different perspectives that it is impossible to disagree with Low and MacMillan (1988). As a matter of fact, Shane & Venkataraman's definition is more a suggested delineation of the scholarly domain of entrepreneurship rather than a definition of the term. This delineation is further improved by Davidsson (2004) to "how new ventures aimed at bringing into existence future goods and services are initially conceived of and subsequently developed, by whom, and with what consequences". The latter broader delineation includes also non-profitable commercial activities such as failure and accidental success in discovery and exploitation processes. For the purpose of this study, the different definitions reviewed so far will be used in order to generate the keywords for the search and the categories for classifying the studies. We turn now to clarify the term media and media industries.

The word *media* has been defined in many ways to accommodate different criteria or settings. For instance, media is defined as "a contraction of the term *media of communication*, referring to those organized means of dissemination of fact, opinion, and entertainment such as newspapers, magazines, cinema films, radio, television, and the World Wide Web" (Wikipedia). Or it is also defined as "a generic term for systems of production and dissemination of information and entertainment and of exertion of various kinds of social controls. Unlike a channel which is limited to a contiguous physical medium between the sender and a receiver of communications, media include the institutions which determine the nature, programming and form of distribution" (Krippendorff, 1986). Most often, *the media* are lumped together as a single entity, while *the media* actually refers to many forms of communication, including newspapers, magazines, and billboards, radio, television, videocassettes, video games, and computer games.

The essential of media is that it can be used to store or deliver information for the mass usage, so the most common use in this sense is mass media. According to Krippendorff (1986) "mass media is the generic term for newspapers, book publishing, radio and television. Other media include the recording industry, movie industry and

theatre. All media are associated with more or less elaborate forms of audience participation.”

For the purpose of this study, the term *media* is understood based on the above descriptions, and the media industries are defined as the industries that mainly produce and sell information and entertainment products and services. The coverage of media industries in this study spans from publishing industries (newspaper, magazine and book), music industry, audiovisual industries (film, television and radio) to the emerging media industries, for instance, new media and other forms of digital media. Although, this research limits its scope to the traditional forms of media leaving out Internet as a medium.

Many authors have described the particular characteristics of media companies and their products, agreeing that the most important ones are the uncertainty of the demand (Caves, 2000; Napoli, 2003), and the novelty of the content in an adequate support. For instance, the ability to predict the size and type of the audience for a new television program is so low that producers try to pretest the programmes and to model audience behaviour according to historical data (Napoli, 2003). Despite those efforts, a huge percentage of new ideas and programme-pilots do not reach the screen. Another example is the magazine publishing industry, where the rates of unsold copies could reach easily 50%. The second characteristic of media products is related to the generation of new content and the search for new distribution channels. Innovation in the media industry is necessary to attract new consumers who want to be surprised and want the content delivered in her favourite support (e.g. Internet, mobile phone, cable TV, etc.).

The characteristics of the media products are very much aligned to the dimensions of the entrepreneurial process, i.e. autonomy, innovativeness, risk taking, proactiveness, and competitive aggressiveness. These dimensions represent the *entrepreneurial orientation* of the firm, which can be defined as the processes, practices, and decision making activities that lead firms to decide to enter a new market or launch a new product (Lumpkin and Dess, 1996). According to what was explained in the previous paragraph, media companies are urged to be particularly risk taking and innovative. The entrepreneurial approach they have to develop is without doubt extremely important.

Finally, as the nature of media is the format to store or the carrier to deliver information for the mass people, media products have profound effect in influencing public perceptions on entrepreneurship and entrepreneurial phenomenon. The image of what is entrepreneurship and entrepreneurial phenomenon that media present to the mass people may decide people's attitude and affects people's behavior. For example, for the entrepreneur development, the effect of the role model is significant. The role model could be a member of the family, but mostly, it could also be stories of successful entrepreneurial individuals conveyed by the media. The positive images of entrepreneurs delivered the media may promote the development of entrepreneurship in the society. But in contrast, the neglect of entrepreneurial phenomenon by mass media may hinder the proliferation of entrepreneurial activities. The next sections will examine the mutual effects between entrepreneurship and media in detail by conducting a survey on literatures relating to both the concepts.

Method

The studies about media and entrepreneurship included in this survey are the result of a review of relevant journal articles and books published between the years 1971 to 2004. The searching criteria were combinations of keywords extracted from two categories pertaining to entrepreneurship and media respectively. These words were deducted from the bibliography used in the conceptual framework about entrepreneurship and media. The keywords belonging to the entrepreneurship category were *entrepren** (e.g. entrepreneurship, entrepreneurial), *innovation*, *start-up*, *opportunit** (opportunity and opportunities), *small business*, *family business*, *ventur** (venture and venturing), *new business*, and *self employment*. The keywords used to identify articles related to media were *media*, *magazine*, *newspaper*, *radio*, *video*, *film*, *music*, *recording*, *television*, *entertainment*, and *broadcast*. The combinations of keywords, for example, took the form of "entrepren* AND media", "innovation AND newspaper", "(family business) AND music", etc.

Five databases were chosen to make the search of articles employing the keywords listed above, and included ESMELIT, Communication Abstracts, Academic Search

Elite, JSTOR and ABI/INFORM. ESMELIT is the database for searching within the Information Centre for Entrepreneurship (ICE) at Jönköping University Library, Sweden. ICE is a special collection with a focus on entrepreneurship, small business and innovation. It is now the largest collection in the world with more than 26,000 volumes in 15 languages. ESMELIT is not just a library catalog, because it also indexes book chapters and articles related to entrepreneurship topics. The second database included in the search process was the communication and media related database Communication Abstracts. It contains references for more than 80 journals, including Journal of Media Economics, International Journal on Media Management, Journal of Broadcasting and Electronic Media, Journal of Communication, etc. The third database, Academic Search Elite, was selected as a large general database that covers nearly every area of academic study, including communication and business. Finally, two specific business administration databases were used: JSTOR and ABI/INFORM. Both are well known as high quality search engines for business administration articles. Besides the databases, some complementary searches were conducted reviewing some references in the articles found and on the Internet².

Applying the described search process, a total of 120 journal articles, conference papers, working papers and books were identified as potentially relevant to the research issues posed in this paper. There were also some books that primarily were concerned with other topics but they contain one or more chapters that are linked to the research issues. After a manual search within the set of selected works, we determined that 76 out of the 120 studies were significantly focusing on some aspects of the research issue.

Certainly the results included in this survey can not be claimed to represent the total population of entrepreneurship and media research. Nonetheless, it is very likely to conclude that they comprise the core of available research that specifically addresses the research issues, given the search method employed. And also, from this body of literature, it is possible to identify some general patterns in entrepreneurship and media research, identify the gap of knowledge and some future directions for research.

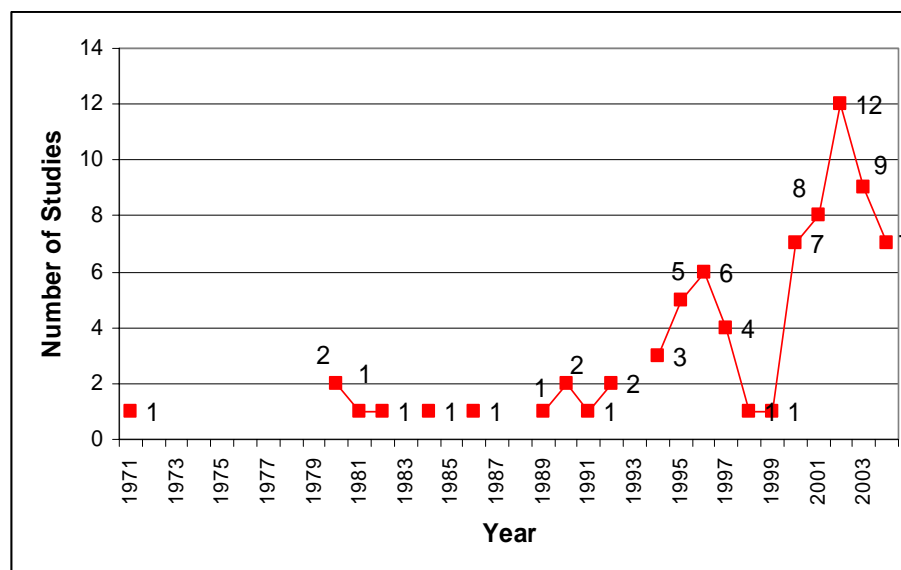
² Considering that nine and eleven words were used as entrepreneurship and media keywords respectively, and that the searches were made in five different databases, the total number of searches was 495.

Connecting Research between Entrepreneurship and Media

The earliest study on media and entrepreneurship was published in 1971 (Peterson & Berger, 1971) according to the identified articles and book chapters. However, we were unable to find more articles in that decade, and a few studies (7) appeared in the 1980s. During the 1990s, 25 articles were published, but the major body of research did not really emerge until the 2000s. It seems that the new millennium brought the interest in entrepreneurship and media, since many relevant topics have been studied by a large number of scholars from various perspectives in a total of 43 articles and books.

A general examination of the content of this research shows that most studies are clustered in researching the entrepreneurship phenomenon in media industries (87%), either in the mega-media companies, such as global media companies which encompass businesses in more than one media sector, or in a specific media industry, e.g. the music recording industry, the magazine industry or the film industry. Much less work has been done to explore the role media play in influencing the entrepreneurship (13%). Figure 1 shows the evolution in the number of articles through the studied period.

Figure 1: Evolution in the number of studies relating entrepreneurship and media



Research efforts are also unevenly distributed among different entrepreneurship sub-topics and media industries. Some entrepreneurship phenomena have been examined more frequently in media industries (e.g. innovation, family business); yet others are rarely and insufficiently touched (e.g. entrepreneurial orientation). Also, there are certain media industries and firms being studied more often than the others. The next part will review these identified studies and analyse them more explicitly.

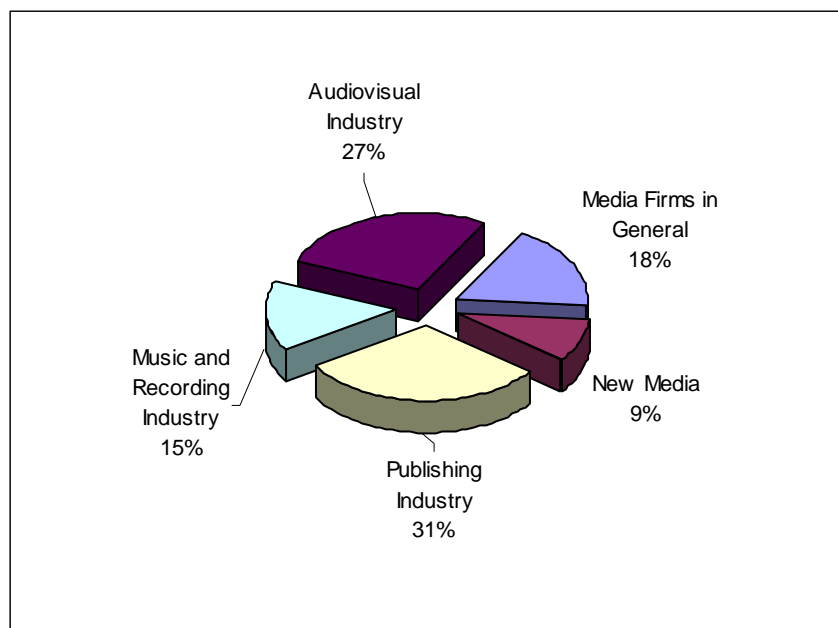
The entrepreneurship research in the media industries

There are 66 articles and book chapters identified as relevant to *entrepreneurship in media industries* (Table 1). Next is a brief description of the different articles and book chapters clustered according to the following categories: Media Firms in General, New Media, Publishing Industry (including newspaper, magazine and book publishing firms), Music and Recording Industry, and Audiovisual Industry (including film, television and radio companies). Figure 2 shows the percentage of articles on each category.

Table 1: Entrepreneurship Research in Media Industries

	Media Firms in General	New Media	Publishing Industry (Newspaper, Magazine and Book)	Music / Recording Industry	Audiovisual Industries (Film, Television and Radio)
Entrepreneurship Phenomenon	Rae (2002)	Indergaard (2004)	Ghiglione (1984) Neiva (1995)	Blewett and Farley (1998) Hensmans (2003)	Murphy (1997) Jones (2001) Mezias and Kuperman (2001) Boyle and Mezias (2002a, 2002b) Bakker (2003)
Entrepreneurship - Entrepreneur	Eisenmann and Bower (2000) Rentscheler (2002) Colbert (2003)		Webber (1992) Springhall (1994) Gremillion (1995) Demers (1996)	Peterson and Berger (1971) Wacholtz and Sexton (1995) Brindley (2000) Emes (2002) Wilson and Stokes (2004)	Griffith and Taylor (1994)
Innovation	Vedin (1981) Fitzgibbon (2001) Kanter (2002) Schweizer (2003)	Kaghan and Barnett (2001) Banks (2002) Banks (2003)	Molina (1996) Giner and Sussman (2002) Schweizer (2002)	Huygens et al. (2001)	Griset (1995) Greve and Taylor (2000) Mezias and Mezias (2000) Cook & Pandit (2002) Owens and Dillman (2004)
SMEs	Hart (1996)		Manzer et al. (1980) Tjernstrom (1994)	Mabry (1990)	Reese and Stanton (1980) McPherson (2000) Fuller-Love (2000)
Family Business	Karlsson (1996) Koulouvari (2004) Picard (2004)		Brady (1995) Wineka (1999) Nyberg (2002, 2003) Singer (2003)		
Female Entrepreneurship		Eriksson (2001)	Kaufman (1986) Seidler (1996)		
Start-up		Howat (2000)	Lesonsky and Anderson (2001)	Burke (1997)	Mossig (2004)
Entrepreneurial Orientation			Auger et al. (2003)		
Financing entrepreneurs					Fee (2002) Thompson (1989)

Figure 2: Distribution of articles according to the Media Industry category



The category *Media Firms in General* groups the studies that address different entrepreneurship issues without a specific industry as a context. For instance, Rae (2002) investigated the entrepreneurial emergence by conducting a narrative study of entrepreneurial learning in independently owned media business, and Colbert (2003) studied “the particularities of cultural marketing that entrepreneurship and leadership in marketing the arts”. The two entrepreneurial issues with more studies in this category are innovation and family business. The former is found in Vedin (1981), who describes 6 cases of media companies venturing into technological innovation; Fitzgibbon (2001), dealing with innovation in cultural industries; Kanter (2002), who explains how innovations have helped the journalism profession; and Schweizer (2003) studying the “stylistic innovation” in media content industries and fashion.

Regarding the family business problems in media companies, Karlsson (1996), Koulouvari (2004) and Picard (2004) address issues such as particular challenges of family business, the state of the art of family media business in the Nordic countries, and risks for family-owned media companies, respectively. Picard (2004) discusses strategies for controlling various risks and provides a risk estimation tool for use in analyzing risk exposure in family media firms.

The second category, *New Media*, includes studies of emerging media organizations. Indergaard (2004) looks at the rise and fall of the new media district—Silicon Valley. Kaghan and Barnett (2001), Banks (2002) and Banks (2003) address issues of innovation in new media businesses. Howat (2000), in turn, deals with the start-up of consumer-oriented new media. And Eriksson (2001) tackles the female entrepreneurship topic with a research on the creation of a new media company by two female entrepreneurs.

The *Publishing Industry* category is the one with a more even distribution of research, covering all kind of entrepreneurship topics, with the exception of financial issues. Ghiglione (1984) introduces the buying and selling issues in America's newspaper; and Neiva (1995) analyses the consolidation of the American newspaper industry. While Springhall (1994) narrates the history of small London firms publishing periodical fiction stories in the late 19th century, Gremillion (1995) warns how young entrepreneurs are producing tabloids for Generation X readers, and Demers (1996) asserts that traditional newspapers are no engaging in entrepreneurial activities because they are too worried about the income statement. Innovation issues in the publishing industry are addressed in Molina (1996), Giner and Sussman (2002), and Schweizer (2002); and the SMEs is the topic for Manzer (1980) and Tjernstrom (1994).

The family business topic is taken by 4 researchers. Two of them were discussing the succession problem (Brady, 1995) and the improvement of efficiency through reinforcement of the family ties (Singer 2003). The others are more history oriented, whereas Wineka (1999) tells us the story of a local newspaper in America, and Nyberg (2002, 2003) focuses on the Bonniers family.

The female entrepreneurship topic is addressed by Kaufman (1986) and Seidler (1996), while the start-up topic is only covered by Lesonsky and Aderson (2001). Auger et al. (2003) is the only paper in the whole research that tackles the problem of entrepreneurial orientation, using a sample of 150 magazines and studying their commerce attempts on the Internet.

The research in the fourth category, *Music and Recording Industry*, was mainly focused on the entrepreneurship phenomenon and the entrepreneur. Blewett & Farley (1998) illustrates the institutional constraints in Kenya's popular music industry. Hensmans (2003), using neo-institutional theory, approaches the case of emerging Internet challengers to established players in the music industry. It is worth to notice that marketing activities seem to be a recurrent topic for research in the recording and music industry (Wacholtz and Sexton, 1995; Wilson and Stokes, 2004).

The last category, *Audiovisual Industries*, which encompass film, television and radio companies concentrated the research efforts in the entrepreneurship phenomenon and innovation. The origins of the American film industry (Mezias and Mezias, 2000; Mezias and Kuperman, 2001; Jones, 2001; and Boyle and Mezias, 2002a, 2002b) and the origins of the international film industry between 1890 and 1940 (Bakker 2003) are important themes. Greve and Taylor (2000) and Owens and Dillman (2004) study innovation in radio companies. And Thompson (1989) and Fee (2002) investigate the financing of entrepreneurs in the film industry. These two are the only articles addressing the financial issues of entrepreneurs in the whole study.

In general, the identified articles and book chapters have covered many entrepreneurship subtopics. However, there are still some missing and uncovered issues. From the economic perspective, the entrepreneurial finance and venture capital in media firms have not been touched except for the film industry. Studies on the entrepreneurial opportunities, entrepreneurial orientation and self-employment are also insufficient. And some industries seem to be less attractive for research, having the radio sector less studies in comparison to the others.

From the methodology point of view, the identified studies make wide spread use of secondary resources. Also, case studies are common in these researches. In some instances, formal and in-depth case studies are presented, e.g. for the research on American film industry and for the family business study on the Bonniers. In others, less formal but still detailed cases are outlined as examples or illustrations. There is also narrative research method used in a study on the entrepreneurial learning (Rae, 2002). The use of narrative can enable the researcher to "get in close" in studying entrepreneurial learning by capturing authentic material. Comparatively fewer

quantitative studies have been made on these works. Koulouvari (2004)'s research on *Family-owned Media Companies in Nordic Countries* is an example of applying the quantitative methodology. But the major studies are still clustering on the qualitative methodology. It is a little surprising to see this, considering the strong quantitative methodological bias in the general entrepreneurship research.

The role media play in influencing the entrepreneurship

Media formats such as newspapers, TV and radio are important mediums to transmit cultural values and ideas. They can also help to structure people's perception of entrepreneurship so as to foster an entrepreneurship spirit through society. Ten papers and book chapters dealing with these issues were found. We now turn to a brief summary of those studies.

In 1982, Gumpert published an article in the Harvard Business Review describing the emergent market of publications directed toward entrepreneurs, including a classification of the existent magazines and books.

Garnier and Gasse (1990) documented a training program which took place in Quebec, Canada through a newspaper, resulting in the creation of 32 new businesses by the participants in the course. In the same vein, another work that has done to explore the role media plays in influencing the entrepreneurship is the project studied by Salo (1992). In his article *The Use of Mass Media Magazines and Comics to Foster Entrepreneurship and Family Business Survival in Mexico and Latin America*, he makes an introduction on media's role in fostering entrepreneurship spirit in Mexico and Latin America.

The image conveyed by the media of the entrepreneur Donald Burr was the subject of Chen and Meindl's article (1991). The authors analysed how the media created an image of Burr which was changing according to the prosperity of his business, People Express Airline Inc.

Two studies were found related to the analysis of media entrepreneurs. Freedman (1996) depicts News Corp's main stockholder and Chairman Rupert Murdoch as a modern corporate entrepreneur. Guthey (1997) turns his view to Ted Turner, the

founder of CNN, describing him as a risk-taking entrepreneur, and tries to establish some comparisons and contrasts among Turner's life, businesses and the image generated by the media.

Female entrepreneurship was an important topic in the previous section. Here, the focus is in studying how the woman as an entrepreneur appears in the media. Baker et al. (1997) discusses the neglect of women business owners by mass media in recent years. He tries to explain why female business owners have been largely ignored by the mass media and scholarly journals in America. According to him, the neglect of female entrepreneurship reflects that women's business is no longer considered newsworthy, and the differences between male and female business owners are no longer distinguishable.

Pietiläinen (2001) explored how media depicts female entrepreneurship taking a sample of articles published in a pro-SME magazine during 1990-1997. She considers entrepreneurship and gender as socially constructed, thus her analysis focus on proving it. Achtenhagen and Welter (2003), in their book chapter "*Female Entrepreneurship in Germany*", also recur to a discourse analysis, but on German newspapers to investigate how female entrepreneurship is reflected in that country.

The last article found in the review relevant for this section was Rae (2004). He tries to make a distinction between the entrepreneurship process and skills in the creative industries and those in other industries, and proposes a model to teach entrepreneurship.

Comparing to the studies conducted on entrepreneurship in media industries, there are much less efforts have been made in investigating media's role in influencing the entrepreneurship. Only 10 articles can be identified as relevant, implying that there is a big gap needs to be filled in order to further reveal media's impact on entrepreneurship. Despite the small number of studies found, the most common themes for this kind of research seem to be the media leaders and the image of the female entrepreneurs.

Discussion and Conclusion

This article is a review of the core of the literature dealing with entrepreneurship issues in the media industries, and the literature studying how entrepreneurship is conveyed by the media. Through a search using bibliographic databases, we covered the period 1971-2004, and here are three main conclusions that we proceed to explain.

Firstly, the research interest in media and entrepreneurship is increasing, particularly during recent years. Among the identified studies, there is only one in the 1970s, and 7 works in the 1980s. The field improved significantly in the 1990s, with the emergence of 25 studies. During the recent years -2000 to 2004- much more research has been done and 43 works are identified as relevant to *entrepreneurship and media*. The rapid growth of research interests indicates an increasing attention paid by scholars on the entrepreneurship and media issues. Also, it reflects a growing demand for studying such issues.

In media sectors, the combination of industry deregulation and privatisation coupled with technological advancements in information and communication have brought many business opportunities. To take these opportunities and tackle challenges led by a fast-changing environment, media companies are striving for more innovation and creativity. Entrepreneurial activities play increasingly important roles in building media business success. We think that the research interest in media and entrepreneurship will keep moving up and also, more issues and research questions will come forth in the coming years.

Secondly, the current entrepreneurship study in media industries is unevenly distributed. From the media industry perspective, some industries, such as newspaper, film and music industries have attracted more attentions, whereas others are less addressed and investigated (e.g. radio). From the entrepreneurship research perspective, some entrepreneurship subtopics are studied much often than the others. This uneven distribution might be caused by the nature of media industry and entrepreneurship (e.g. family business is a recurrent topic in newspapers, while financing entrepreneurs is common in the film industry). It is found that the entrepreneurship subtopics such as innovation and creativity are more frequently

studied, as they are the joint characteristics of both media and entrepreneurship. Also, family business is another focus for research because in many countries commercial media companies, such as newspaper companies, are mostly small and medium-sized and they are family owned as well.

Thirdly, very few efforts have been made to investigate how media affect the entrepreneurship phenomena. Among the 10 studies we found, research was mainly focused two issues: women's role on entrepreneurship, and the description of well-known media founders seen as entrepreneurs.

The study of media's impact on entrepreneurship can be very helpful to encouraging the entrepreneurial spirit. There is no shortage of evidences for the role of media in influencing political decision-making, the public and individual conception and attitude. From the social and psychological perspective, entrepreneurship—as an innovative and creative way of conducting business—can be educated, enhanced and affected by the discourse carried by media forms. The message and knowledge conveyed by media are crucial in building the role model, the social-attitudes to the entrepreneurial activity and even the systems to foster or to hinder the entrepreneurship. Therefore, using media to encourage entrepreneurship can be very instructive.

Nowadays, many issues confronted with media industries in a dynamic and changing environment can be discussed and handled through studies and research in the entrepreneurship domain. Also, entrepreneurship activities can be encouraged and enhanced by the means of media. Therefore, a future research agenda needs to be made to investigate the way by which media and entrepreneurship can promote the development of each other reciprocally and successfully.

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