

[DOI: 10.20472/IAC.2019.049.015](https://doi.org/10.20472/IAC.2019.049.015)

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BUSINESS AND TECHNOLOGY PARADIGMS: THE ENTREPRENEURIAL BRIDGE

Abstract:

In 1982, Giovanni Dosi contributed with an explanation that attempted to conciliate the demand-pull and the technology-push views on technological selection. The solution based on Kuhnian analysis of scientific revolutions assumes the origins of technological changes to be independent of market factors, but ultimately validated by these same factors. This paper demonstrates that technological selection actually occurs within market processes, when entrepreneurs use their judgment to interpret and evaluate the scope of the habitual, conventional, and institutional routines shaping the social environment. Since entrepreneurs specialize around their idiosyncratic interpretations, business paradigms emerge that comprise different technological paradigms. Therefore, business paradigms instrumentally use technological paradigms in order to better correspond to the socially routinized and non-routinized behavior of market agents.

Keywords:

entrepreneurship, innovation, opportunity, technological paradigm

JEL Classification: D02, O31, L26