

≈ SUMMARY ≈

**RECENT TREND IN ENTREPRENEURSHIP RESEARCH:
A CONTENT ANALYSIS OF SELECTED JOURNALS**

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Principal Topic

This study analyses the trend of entrepreneurship and venture management research based on the content analysis of two selected journals; *Journal of Business Venturing* (JBV) and *The Korean Venture Management Review* (VMR). JBV has published 213 articles to accommodate the requests from the field with many researchers' efforts for the recent past seven years (1998-2004), while VMR has published 104 articles for the same period since it started in 1998. These two journals can be regarded as representative in the world and in Korea respectively, in the division of entrepreneurship.

The content analysis on 317 articles can bring good comparisons between different entrepreneurial cultures (developed vs. developing countries; established vs. emerging academic societies) in terms of industrial needs, emerging issues, and preferred research methods.

This study addresses the following four research questions: First, what is the recent trend of entrepreneurship research in terms of contents and methodologies? Second, what are the differences in patterns between international and local journals in terms of contents and methodologies? Third, how does the venture bubble burst influence the research trend? Finally, what are some suggestions for further researches in the entrepreneurship domain journals in terms of contents and methodologies?

Methodology and Key Propositions

This study divides 'research issues' into 8 areas and 'research methods' into 9 categories based on previous studies. All of the 317 articles published in JBV and VMR for 1998-2004 are coded according to above two criteria. The data are analyzed with graphs, cross tabulation and content analysis, to show the research trends of the two journals for the recent past 7 years.

Results and Implications

There was no research on opportunity in the globally well-known journal, JBV, until 2003. However, it accommodates more researches, using methods for theory building and testing causal relationships, rather than simple cross-sectional surveys. There was no specialized research on the entrepreneur nor the opportunity among papers published in VMR, and so the research has not resulted in a distinctive theory of entrepreneurship. The research method was utilized for its easiness rather than its fruitfulness making the cross-sectional surveys more prevalent.

Also, this paper provides directions for further studies. These directions include ten suggestions for research agendas and ten for research methods. The entrepreneurship field is on the way of progressing into a distinctive and prospective domain of management that provides the relevant explanations and practices in the field. It is necessary to change our research conditions and reorient research activities to achieve academic development, considering the results and suggestions provided.

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