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Data Collection for AIAN Entrepreneurship



Main Challenges

- Current data is not appropriate for entrepreneurship research
 - Academic example: Harvard Project
 - Government examples: SBA DSBS (dynamic small business search engine)
- Data is either:
 - Too macro/policy-oriented to be practical for individual firms
 - Too demographic to infer best practices

Academic Challenges

- **Very few Management/Entrepreneurship scholars actively study AIAN issues**
 - Daniel Stewart (Gonzaga)
 - Joseph Gladstone (New Haven)
 - Amy Klemm Verbos (Wisconsin)
 - Deanna Kennedy (Washington)
 - Stephanie Black (Albany)
 - Carma Claw (New Mexico State)
- **Small numbers makes peer-review difficult**
- **Limited pipeline of incoming scholars**

Research Challenges

- Early stage development of true AIAN theories:
 - “A difficulty of surveying AIAN entrepreneurs is fitting an AIAN entrepreneur in a box currently/generally based on western management styles. So then the surveys that we currently use, our academic scales, might be psychometrically constructed to overlook AIAN styles”
 - “We would need to incorporate cultural measures in a survey. This might be appropriate when surveying AIAN entrepreneurs.”

Research Challenges (continued)

- **Sample Size**
 - Population is small, samples even smaller
 - Difficult to generate statistical power
- **Subject preferences**
 - Many AIAN entrepreneurs dislike surveys and prefer interviews and open-ended questions
 - Creates difficulty generating quantitative databases
- → **Predominantly case studies**

Research Objectives

- “[Agency] reporting and data collection is probably geared toward some governmental objective and not necessarily to assist with economic development or other AI needs. Unless the [census] survey results in some sort of penalty, I know people who respond with bogus information, especially when it comes from a government ‘official’. Anecdotally, I have a cousin who wrote in ‘human’ under the race category in the last Census.”
- “Personally, I am more interested in hearing directly from AI entrepreneurs. While many AI entrepreneurs I have approached thus far have been graciously willing to discuss and share information, that is on a very small scale. In Indian Country, I know relationships are very important. With that in mind, is it possible to reach AI entrepreneurs on a grand scale? Is there a coalition or network to tap into that would allow researchers to assist in addressing research gaps or tackling problems within the AI business world?”

Progress

- Our small circle is productive
 - Working jointly with global “indigenous” scholars creates synergies
 - Similar themes across indigenous communities
- First American Indian-specific business textbook is in press (UW Press)

