

Organization & Management Theory

Entrepreneurship in Regulated Markets: Framing Contests to Introduce Pay TV in the US

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Abstract

Existing literature suggests that entrepreneurship is challenging in regulated markets. In an archival study of the introduction of Pay TV in the US, we identify a process of entrepreneurial action based on sequential collective action and a dynamic view of framing to influence various market and institutional actors in the environment. Within this process, we find that regulatory voids following technological change can offer a context for entrepreneurs to establish their products and services. We lay out the implications of this framework for understanding how entrepreneurs can influence a multiplicity of actors to gain legitimacy in a regulated market.

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