

Analytical Perspectives in Business Creation Process

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Abstract. Business creation has been seen as an engine of economic growth, wealth generation and a mechanism to identify the level of development of a society and its competitiveness and thus it has become a major focus in academic and governmental discussion. However, an important part of the existing literature has focused on the entrepreneur's characterization and the importance of business opportunity, without keeping in mind the interaction between the associated variables to the business generation process and how the business creation process emerges. The creation process has been explored in the academic field from a linearly approach, which implies an additive combination of events that may lead to the new enterprise creation [1]; nevertheless, there is little empirical evidence to validate this kind of models, generating a research void in the entrepreneurship field, which should be treated by using techniques to capture the nonlinearity and complexity of the dynamic processes involved in entrepreneurship [2]. Initially, the document presents four main entrepreneurship models identified in the academic literature; then, it analyzes the business creation process from different analytical approaches, also, it is analyzed the importance and reasons to see the business creation process as an emergent process. Finally, it presents some approaches about how this research niche appears.