

UNIVERSITY OF ABDERRAHMANE MIRA-BEJAIA  
FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTEMENT OF SOCIOLOGY



MEMOIR IN VIEW OF OBTAINING A MASTER'S DEGREE IN SOCIOLOGY

SPECIALITY: SOCIOLOGY OF COMMUNICATION

THEME

START UP FOUNDER'S, DISCOURSE ANALYSIS BETWEEN  
ENTREPRENEURSHIP AND SELF-EMPLOYMENT

CASE STUDY START UP FOUNDERS OF BEJAIA IN 2023

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ACADEMIC YEAR 2022/23

# Acknowledgement

I would like to give my sincere appreciation to my family for their unwavering support throughout my entire journey. Their constant encouragement and belief in me have been invaluable. Additionally, I am immensely grateful to Mr. Abacci Madjid, my esteemed thesis supervisor. His exceptional teaching skills and mentorship have provided me with profound knowledge and encouragement throughout the extensive development of this memoir.

Furthermore, I would like to acknowledge and thank my State for granting me the scholarship that enabled me to pursue my studies in Algeria. The opportunity they provided has been instrumental in shaping my academic path.

I am also deeply indebted to Algerian society, whose warm embrace and hospitality have accompanied me from the very beginning of my academic journey until the culmination of my studies. Their support and acceptance have greatly contributed to my growth and success.

**"Gratitude is the greatest of virtues and the parent of all others." - Marcus Tullius Cicero**

Kanjanda Abel Ngonidzashe

## **Dedication:**

This memoir serves as a heartfelt tribute to your ever-evolving domain of knowledge and comprehension. It is with profound gratitude and reverence that I present this work to the expansive scientific research field of sociology.

Over the course of countless endeavors undertaken by scholars, researchers, and intellectuals, the intricate tapestry of society has been painstakingly unraveled, casting light upon the intricacies of human interactions, institutions, and social frameworks. Your unwavering pursuit of truth and your resolute commitment to unraveling the enigmas of the human condition have paved the way for profound insights and transformative progress.

In dedicating this memoir to sociology, I acknowledge the collective sagacity, resilience, and dedication of innumerable individuals who have contributed to this field. From the trailblazers who laid its bedrock to the contemporary researchers who push its boundaries, your unwavering dedication to unraveling the complexities of society has indelibly shaped the world we inhabit.

May this memoir serve as a modest homage to your ceaseless endeavors, a testament to the indelible influence sociology has wielded in deepening our comprehension of the social tapestry that binds us. I fervently hope that this work, in some modest capacity, contributes to the continued advancement of knowledge and the betterment of society.

With immeasurable gratitude and utmost veneration,

**Kanjanda Abel Ngonidzashe**

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## **GENERAL INTRODUCTION**

## Introduction

Modern Algerian society has seen an increase in the popularity of start-ups, self-employment, and entrepreneurship as it looks for fresh, creative solutions to the ever-increasing social problems. Startup founders have become important participants in this environment, praised for their innovation, risk-taking, and tenacity. Nevertheless, the start-up space is molded by a wide range of cultural, economic, and social elements that can have both favorable and unfavorable effects for people involved yet in this research we aim to address the sociological aspect of it.

It is very important to notice that not enough sociological research has been done to address the phenomena of startups, self-employment, and entrepreneurship in Algeria. As a result, many of the ideas in this memoir have been taken directly from other scientific fields, such economics. For businesses and society, startups have emerged as important forces behind social advancement and economic expansion. As a result of their recent growth, the Algerian government created a ministry specifically for start-ups. The job market and employment environment in society as a whole have been influenced by startups.

Startups are a tool against unemployment and many other social infections that result from unemployment since they play a significant role in the development of jobs. Startups alter not only the homogeneous function and social evolution of the society as a whole but also the social standing and role of its founders in society. A discourse analysis of start-up founders and entrepreneurship is one technique to approach this subject. Examining how language is used to create and change social reality is the focus of discourse analysis, which can be a useful tool for comprehending the cultural norms, values, and power relationships that underlie the start-up industry.

A discourse analysis can shed light on the social and economic factors that enable or constrain start-up success, as well as the broader implications of the start-up phenomenon for society as a whole, by examining the language used by media outlets, start-up founders themselves, and other key actors in the field. In this setting, this article will investigate the sociological discourse around start-up founders and entrepreneurship.

It will look at the media representations of start-up founders as well as how they describe themselves and their experiences. Along with the social and

economic elements that affect a start-up's success or failure, it will also look at the cultural standards and values that shape the start-up environment. In the end, this examination will shed light on the intricate and varied aspects of the startup world and the ramifications of this phenomena for modern society.

We carry out a scientific research that aims to ascertain the implications of the notions within the aforementioned theme by the startup founders in the city of Bejaia in order to launch the research for startups and start up founders, discourse analysis of startup founders, self-employment, or entrepreneurship.



## **METHODOLOGICAL CHOICE**

## Chapter 1 Methodological Choice

Prologue :

1. The reasons for choice of the theme
  2. Research objectives
  3. The problematic
  4. Hypotheses formulated
  5. Definitions of concepts
- Chapter summary

**Preamble:**

When a researcher wants to venture or embark on scientific research, it makes sense beforehand to bring his own reasons for the choice of theme which may be subjective; meaning they are of a personal interest and to objective orders; which refers to the object of research itself.

Therefore, in the same perspective, the researcher is also called upon to clearly determine his research objectives, which will be benchmarks so that he can stay on the right path in order to carry out his research excellently. In this chapter, we will also build the problematic of our research in which we will expose the emergence, the extent and the statistical data of the phenomenon, and thanks to this problematic, we will also show the field of our study and the population targeted by this scientific study.

Then, we will formulate the hypotheses to be able to provisionally answer our research question, and also to operationalize the key concepts of our research. We also have, in this present chapter, the discussion of the hypotheses, which aims to explain the concepts used during the formulation of our hypotheses. At the end of this chapter, we have the definitions of key concepts and notions.

**The reasons for choosing the theme:****a) Objective reasons:**

- We chose this theme because primarily because entrepreneurship and startups are new concepts and practices that started emerging recently in the society of Algeria
- Also, it is an actual theme that deals with modern and current reality of the Algerian society, seeing that even the government is starting to amplify its interest in the start-up space.

### **Subjective reasons**

- To address the sociological examination of this particular theme in Algeria which has been insufficient and inadequate.
- we aim to acquire profound scientific knowledge concerning the aforementioned theme that can be used to for further research in the future.
- In addition, the researcher holds interests in venturing into entrepreneurship endeavors in the foreseeable future.

### **Objectives of the research**

- To improve our understanding of the ways in which start-up founders construct their identities and make sense of their experiences as entrepreneurs, and how these experiences are shaped by broader social and cultural contexts.
- To explore the intersections of start-ups, entrepreneurship, and self-employment with other social and cultural factors such as gender, race, and class.
- To inform policies and programs aimed at supporting and promoting start-ups and self-employment as a means of economic and social development.
- To inform the academic-practitioner divide and generate insights that can be applied in practice.
- To better understand the intangible qualities that make up the "start-up soul" and how they can be fostered and maintained.

### **The Research Problematic**

Research and discussions pertaining to the economic growth and innovative potential of startups have garnered significant attention in recent times in Algeria. However, an unfortunate oversight persists in much of this research, neglecting the experiential dimensions of founders themselves and the intricate social and cultural dynamics inherent to the startup ecosystem. Consequently, our understanding of how startup founders shape their identities, as well as their

interpretations of the entrepreneurial journey, remains inadequate due to this critical gap.

To address this limitation, it is imperative to explore the rich tapestry of experiences and the social and cultural fabric enveloping startup founders. One promising avenue is the application of discourse analysis, which offers insights into how individuals construct meaning and make sense of their lived experiences through the prism of language (Burr, 2003, p. 1).

By closely examining the narratives articulated by startup founders, we can glean profound insights into the social and cultural factors influencing their entrepreneurial experiences and identities, including the intersections with gender and class. Furthermore, despite the extensive research conducted on entrepreneurship, scant attention has been directed towards understanding the distinctive realities of self-employed individuals, particularly within the startup realm. This critical oversight hinders our comprehension of how self-employed individuals navigate the startup landscape and how their experiences are influenced by broader social and cultural contexts. This leaves us with the following central question.

How do the discourse of startup founder reveal the active shaping of experiences and identities of entrepreneurs or self-employed individuals within the startup ecosystem, and how do these narratives illuminate the broader cultural narratives surrounding startups, entrepreneurship, and self-employment?

To bridge these knowledge gaps, this research seeks to investigate the intricate interplay between startups, startup founders, entrepreneurship, and self-employment by delving into the narratives of founders. The following fundamental inquiries will guide this study:

- How do startup founder's experiences actively shape and ascribe meaning to their identities?
- To what extent do the narratives of startup founders reflect and perpetuate broader cultural narratives concerning startups, entrepreneurship, and self-employment?
- How do the narratives of startup founders illuminate the interconnections between startups, entrepreneurship, self-employment, and other salient social and cultural factors?

- What implications do these findings hold for our comprehensive understanding of startups, entrepreneurship, and self-employment as drivers of social change.

This research aims to shed light on the social and cultural elements of the startup ecosystem as well as the social experiential aspects of startup founders. We aim to comprehend the complex interactions between company founders' experiences, identities, and the larger cultural narratives around startups, entrepreneurship, and self-employment by analyzing the narratives they have articulated through discourse analysis. This research intends to inform policies and programs that efficiently promote and foster startups and self-employment, thereby contributing to their role as catalysts for economic and social change in Algeria.

### **Formulated hypotheses**

A hypothesis is an anticipated answer to a research question. According to Karl Popper, a hypothesis is a tentative statement or conjecture that can be tested through empirical observation and experimentation. A proposed explanation for a phenomenon is called a hypothesis. A hypothesis must be testable and falsifiable according to scientific research. (K Popper 1934)

To carry out successful research, the researcher is obliged to formulate hypotheses appropriate to the objectives of his research while falling within the logic of his research which will be confronted with observable data in the field. A hypothesis appears to be an anticipated answer to the research question. We hope to provide provisional answers to our research questions. It is in this perspective that the following hypothesis are formulated.

#### **Hypothesis 1:**

- The decision to create a start-up are primarily driven by the desire for self-employment.

#### **Hypothesis 2:**

- The decision to found a start-up is primarily influenced by the entrepreneurial mindset and motivations.

These hypotheses aim to explore the underlying factors that contribute to the experiences and motivations of start-up founders within the social and cultural dimensions of entrepreneurship. Particularly, the construction of a social identity either as self-employed or an entrepreneur.

### **Discussion of the two hypotheses**

In this part of our research work, we aim to give an in-depth discussion of our hypotheses by which we identify the concepts of startup, self-employment and entrepreneurship. The provided hypotheses aim to investigate the key drivers and influences behind the decision to establish a start-up, specifically focusing on the factors of self-employment desire and entrepreneurial mindset. We proceed to discuss each hypothesis more profoundly.

- **Hypothesis 1**

Individuals' urge for self employment serves as the driving force behind launching start ups according to this hypothesis. Existing research suggests that people commonly embrace self employment as a means to gain independence and control over their work and shape their professional trajectories. Moreover societal and cultural norms influence how individuals perceive self employment as an attractive alternative (Reynolds et al., 2002; Carter et al., 2015; Kautonen et al., 2010).

When exploring motivations for self employment it is imperative to account for the role of social identities such as gender, socioeconomic class and educational backgrounds since these factors significantly affect decision making. Analysis of the social backgrounds of self employed individuals holds promising prospects in unearthing underlying motivations that encourage or hinder individuals from pursuing start up formation. Certain social groups like women may encounter distinctive challenges or opportunities when pursuing entrepreneurial ventures.

### **Hypothesis 2**

It means that a start-up decision is heavily influenced by incentives and an entrepreneurial attitude. This idea claims that a variety of characteristics and dispositions, including a penchant for taking risks, an interest in creativity, and a desire for achievement and renown, inspire people. This hypothesis offers the chance to explore the sociological effects of socialization processes, educational systems, and cultural values on and promotion of entrepreneurial attitudes within a society. It also raises concerns about how social networks, mentors, and

other forms of assistance could assist individuals in acquiring and sustaining an entrepreneurial orientation. (Shane, S. A. 2003)

Overall, these ideas provide insight into how personal motives, the social environment, and cultural considerations interact when deciding whether to start a business. We can better comprehend the entrepreneurial experiences and motives within the Algerian environment by examining the underlying factors, such as social identity construction and the influence of social and cultural norms. These hypotheses will be investigated and validated by additional empirical study, which will be undertaken as part of the larger field of sociological entrepreneurship research and include surveys, interviews, and case studies.

### **Definition of key concepts**

The definition of a concept consists in bringing out the key concepts of the research and of clarifying them by definition. According to Robert Yin "The essence of research is to bring clarity and focus to a complex world". And as such, our research on start-ups in Algeria requires a clear definition of key concepts. Without such definitions, we will lack the necessary tools to explore and understand the world around them." (Robert Yin, 1984 p11)

### **Start-up**

Etymologically, the term "start-up" originated in the United States during the late 19th and early 20th centuries. The etymology of the word can be traced back to the verb "to start" and the noun "up." The word "start" derives from the Middle English word "starten," which means "to leap up" or "to jump up." It has roots in the Old English word "styrtan," which conveys the idea of sudden movement or action. The word "up" is derived from the Old English word "up," which has a similar meaning in modern English, denoting a direction towards a higher position or level.

When combined, "start" and "up" form the compound word "start-up," which originally referred to a sudden or rapid movement or action towards initiation or beginning.



The term "startup" finds its origins in the early 1900s, where it originally denoted the process of initiating and activating mechanical devices like steam engines. It referred to the concerted efforts and attention required to set these machines in motion successfully. As time progressed, the term gradually extended its scope to encompass the establishment of new business ventures during the mid-20th century. Within this context, "startup" represented the nascent stages of a company's existence, characterized by the founders' dedicated endeavors to launch and operationalize their enterprise.

In contemporary usage, "startup" predominantly applies to novel and inventive initiatives, typically emerging within the technology or digital sectors. These startups exhibit a fervent focus on creating disruptive goods or services that possess the potential to challenge established markets. The term resonates particularly within the dynamic and precarious business landscape, where entrepreneurs strive for rapid expansion and seek tangible success within compressed timeframes. It is crucial to acknowledge the fluid evolution of the concept of a startup over time. Today, it encompasses not only the initial establishment of a business but also encapsulates entrepreneurial pursuits characterized by agility, innovation, and the ability to drive significant growth while disrupting existing market dynamics. (Chesbrough, H. 2003)

A start up is a debuting enterprise. Startup refers to a business that is just getting started. Startups are created by one or more business owners who desire to provide a good or service they feel there is a market for.

Startups are also sometimes referred to as small companies having a shaky or nonexistent market for their goods. They are frequently described as businesses that use outside finance.

Startups work on three levels:

- operational (introducing a new product and testing it),
- tactical (fulfilling investor obligations and raising further capital),
- and strategic (finding a suitable business model).

6 Common features of startups are as follows:

- **Innovation.** The company's business model must be based on innovative products/services. Startups differ from other businesses. They do not copy products or services that are already widely available on the market.
- **Technology.** They use AI and other technological solutions to build a competitive advantage.
- **Scalability.** They build scalable and repeatable business models.
- **Growth.** Growth potential. The company must have significant growth potential. Startups are businesses expected to grow incredibly quick.
- **Age.** The company must not have existed for more than eight (8) years
- **Risk.** Uncertainty can be seen everywhere in the startup process, and it is an integral part of what allows them to be successful.
- **Turnover.** The annual turnover must not exceed the amount fixed by the national committee.
- **Share capital.** It must be owned at least 50% by natural persons, approved investment funds or by other companies with the "Start-up" label.
- **Employees.** the company must not have more than 250 employees.

(Ministry of start-ups in Algeria)

### **When does a start-up cease to be a start-up?**

The answer lies within the framework of time and value.

- **Value.** The answer to the aforementioned query is still up in the air when seeking to quantify how to evaluate a firm. Some strategists formally declare their support for the "50-100-100" metric. It specifies that a business ceases to be a start-up if it generates more than \$50 million in annual revenue, has more than 100 workers, or is valued at more than \$500 million. In Algeria, a start-up is now a minor company after reaching or surpassing a worth of 50,000,000 dinars.
- **Time.** The problem with such strict rules is that every business is unique. Dr. Garbuio prefers the OECD's definition of a start-up, which emphasizes maturity over size. "The OECD differentiates between young firms (0-5

years) and mature firms (6+ years)," Dr. Garbuio explains. "Start-ups are young businesses that are in their first three years of operation (0-3 years old)." In Algeria a start-up's maximum age is eight years, past that it is now a small company.

### **Start-up founders**

They are typically the entrepreneurs who laid the groundwork for a new venture. They can be further defined by highlighting the following characteristics.

Startup founders are hailed as "disruptors," a new breed of inventor. They either enter an existing market with a modified product offering that "disrupts" or transforms the industry, or they create new products that do not exist on the market. Startup entrepreneurs frequently specialize in technology-powered solutions. In contrast, typical small businesses compete for a piece of the local market by offering an already-existing product.

According to James Meade, director of the University of Sydney's Business School's Innovation Hub, startup founders are inherently innovative and frequently find solutions to problems that do not yet exist. They have a forward-thinking mindset and aim to dominate the market by introducing novel solutions. To produce excellent results, all employees and investors must have a vision and be driven.

### **Types of startups**

There are various kinds of startups. Here are a few examples:

- Startups that are scalable. They are enterprises in a technological niche with the greatest potential for global growth.
- New small businesses. Usually self-starters, with independent teams and some few resources, they are frequently self-financed. They expand at their own pace and face limited external pressure to expand.
- Lifestyle businesses. They are passion-driven businesses. Their owners make a living doing what they enjoy.
- Startups that can be purchased. Such start-ups are formed in order to be sold to large corporations for profit.

- Start-ups of large corporations. They are startups that are found by large corporations and frequently make use of their resources and technology.
- Social enterprises. They are more concerned with charity than with making money. (Chesbrough, H. 2003)

## **Self-Employment**

Self-employment is a composite word made composed of the terms self and employment. The word "self" is an Old English borrowing of the Proto-Germanic noun "selbaz," which signifies "self, one's own person." The word "employment" comes from the Old French verb "employer," which means "to use, make use of, or apply." The definition of "employer" at its inception was "to hire, engage, or appoint someone to do a particular job."

The act of working for oneself and relying on one's own skills and resources to sustain oneself is referred to as self-employment. The expression has been in use for a long time, and various historical cultures and societies have credited self-employment with important contributions. Working for oneself rather than for a specific employer who provides a salary is referred to as self-employment. Self-employed workers sometimes work for other companies as independent contractors. It should be remembered that there isn't a consensus among all parties as to what precisely qualifies as self-employment. But it is possible to describe being self-employed exactly using a variety of traits. (Kalleberg, A. L. 2000)

### **Characteristics of self-employment**

#### **The level of independence and autonomy in the workplace:**

- Completely self-sufficient self-employed individuals who work for clients of their choice, when they choose, and frequently how and where they choose, without any formal supervision; and
- Dependent self-employed, who work exclusively for one employer and are solely dependent on him/her, who work under supervision without taking individual economic risk, typically at the place and time specified by the employer. (Simon C Parker 2004)

#### **The motivation to become self-employed (pull and push factors):**

- Those who work independently out of necessity are known as necessity self-employed, while those who work independently out of choice are known as voluntary self-employed.
- Possible causes in this case include the labor market, a lack of opportunities or fulfilling employment, or employer pressure on self-employment (sine qua non employment condition).

#### **The capacity to invest own capital:**

- those who invest their own capital and other resources and take full financial responsibilities of their actions, and
- those who do not invest their own resources or who have co-investors, for this reason they do not risk so much when starting the new ventures.

#### **Innovativeness/creativity:**

- innovators/destructors who apply new ideas to their ventures, and
- replicative companies who copy already existing models and services. (Colin C Williams 2014)

#### **The level of professionalism**

- self-employed with a high level of education (diploma), high-skilled professionals
- self-employed with a lower level of education, unskilled, with limited abilities for which they have a low position in the labor market and low-employability.

#### **The social and financial outcome**

- Social and financial winners who are content with their situation (successful people).
- Social and financial afflicted for whom self-employment is a necessity and who are dissatisfied with their occupational and financial situation.

## Entrepreneurship

The word "entrepreneur" has its roots in the French language. It is derived from the verb "entreprendre," which means "to undertake" or "to take in hand"

The term "entrepreneur" was first used in the economic sense in the early 18th century by French economist Richard Cantillon. He used the term to refer to individuals who assume the risk of buying goods at a certain price with the hope of selling them at a higher price in the future. Entrepreneurship can be defined as the process of creating, organizing, and managing a new business venture with the goal of generating profit or social impact (Schumpeter, 1934; Shane and Venkataraman, 2000).

Joseph Schumpeter, an economist, described entrepreneurship as "the carrying out of new combinations" He emphasized that entrepreneurs are innovators who create new products, services, and markets, and who disrupt existing business models. Similarly, entrepreneurship is defined as "the identification and exploitation of previously unexplored opportunities" They argue that entrepreneurs play a critical role in driving economic growth and development by creating new jobs, introducing new technologies, and fostering innovation. (Shane and Venkataraman 2000 p. 217)

Furthermore, entrepreneurship involves being innovative, taking risks and dealing with uncertainty. Entrepreneurship is not about predicting the future, but about creating it. Entrepreneurs must be willing to take calculated risks and make decisions in the face of incomplete information. In that regard, an entrepreneur can be defined as an individual who creates, organizes, and manages a new business venture with the goal of generating profit or social impact, (Shane and Venkataraman, 2000).

An entrepreneur can be studied as a social actor who engages in entrepreneurial activities within a social context. Entrepreneurship is a social phenomenon, and the entrepreneur is a social actor who operates in a social context. In this regard, we have emphasized the importance of understanding the social and cultural factors that shape entrepreneurial behavior. Similarly, Bourdieu emphasized the role of cultural capital in shaping entrepreneurial behavior. He argued that entrepreneurs who possess cultural capital, such as knowledge of business practices and social connections, are better positioned to succeed in the marketplace. (Bourdieu 1990)

Furthermore, sociologists have explored the relationship between entrepreneurship and social change. Entrepreneurs can act as agents of social change by introducing new products, services, and technologies that transform existing social and economic structures. (Weber 1905)

In short, entrepreneurship is a social phenomenon that involves the creation, organization, and management of new business ventures with the goal of generating profit or social impact. In sociology, entrepreneurship is studied as a dynamic process that is shaped by social and cultural factors, including social networks, cultural capital, and institutional frameworks. Entrepreneurs are seen as agents of social and economic change, and their actions can drive innovation, create jobs, and promote social mobility. However, entrepreneurship can also reinforce existing inequalities and power structures. Understanding the social dimensions of entrepreneurship is essential for developing policies and programs that support and promote entrepreneurship as a means of economic and social development. (Gartner 1988 p. 24).

### **Comparison of entrepreneurship and self-employment.**

It is crucial that we emphasize the primary distinctions between the two ideas, entrepreneurship and self-employment, in order to put things in perspective. Despite their frequent confusion, self-employment and entrepreneurship are two distinct ideas. The main variations between the two are as follows:

- **Entrepreneurship:**

It entails starting a firm, taking financial risks, and expecting for returns in return. Entrepreneurs organize productive assets in order to start and run a firm. Entrepreneurs' clients pay the entrepreneurs' businesses, and entrepreneurs are compensated by receiving a cut of their enterprises' revenues. Entrepreneurs use critical thinking skills to attain their goals, as well as savvy business judgments and marketing skills.

- **Self-employment:**

It involves operating as a lone proprietor or freelancer for oneself. Self-employed people work on a contract basis to provide services to a variety of clientele. Self-employed persons engage others to work for them, and they also establish the vision and the goal. Self-employed people typically handle most of the duties

themselves and delegate one or two tasks to others, and they are typically risk-averse.

### **Chapter Summary**

The lack of focus on the social and cultural aspects of start-ups, entrepreneurship, and self-employment in the setting of Algeria is the research issue that this study has identified. This leaves a gap in our knowledge of how larger social and cultural circumstances impact the experiences and identities of start-up founders and self-employed people. We also highlighted a few theories that were put out as potential responses to our research question.

This study attempts to explore these characteristics and offer insights into the intersections of start-ups, entrepreneurship, and self-employment with other social and cultural factors including gender, racism, and class using a discourse analysis of start-up founder narratives. The study's ultimate goal is to provide guidance for policies and initiatives that support and promote self-employment and new business ventures as a way of Algerian economic and social growth.



**INVESTIGATION METHODS AND TECHNIQUES**

## Chapter 2 Investigation Methods

### Preamble

1. The pre survey
2. Results of the pre-survey
3. Investigative methods
4. The techniques used
5. Sampling and construction of the study population
6. Summary of the chapter

## Preamble

A pre-survey is a vital component of memoir research because it allows the researcher to acquire insight into potential participants' experiences and viewpoints before conducting interviews or collecting data. Pre-surveys can be used to identify the needs of the participants and to help tailor the study to meet those needs. The researcher can also identify potential barriers to participation and address these in advance by conducting a pre-survey.

A pre-survey can help the researcher refine their study questions and interview process in addition to providing vital information about the participants. "The use of a pre-interview survey to gather information about the participants can help the researcher develop more focused and relevant research questions". A pre-survey can also help potential participants create rapport and boost their willingness to engage in the study. "A pre-survey can help build trust and establish a relationship between the researcher and the participant, which can increase the likelihood of participation and improve the quality of the data collected,". (Pires and Stanton 2019) (p. 106). (Glaser and Strauss 1967 p. 45)

## PRE-SURVEY

In the same perspective, we carried our pre survey by going to La Wilaya on the 9<sup>th</sup> of March 2023 where we obtained a list of start-ups and innovative projects registered in the data base of the investment bureau. The list is helpful in the construction of the population of study. On the 2<sup>nd</sup> of April we went to the Centre National de Registre de Commerce (CNRC) where we met with the secretary of the institution. We obtained another list of start-ups registered within their institution.

### The results of the Pre-Survey

During our pre survey we managed to gather information that will assist us to clarify and winnow further our research. The following results were registered after meeting with the respective secretaries of CNRC and La Wilaya.

- We discovered that there are fewer start-ups in the wilaya of Bejaia than we previously thought. Currently we have five start-ups registered at La Wilaya and two only registered at the CNRC.

- On another note, we noticed that there is no harmony in the administrative ways in which the whole process of registration and follow up of start-ups and their founders is conducted. For example, the information in the database of CNRC.

### **Techniques used**

- Regarding the method and technique to be adopted, we were convinced to adopt the qualitative and thanks to the pre-survey we realized that the qualitative method is the best and the most favorable given that our study population is limited; composed of seven start up founders, so we opted to work with the exhaustive qualitative survey using the interview as a data collection technique
- The pre-survey stage also served to revise our hypotheses, while making them suitable for our research objectives.

A research plan includes the selection of approach and technique. Methods, abstracts, or routes opened by the researcher's interest (questions, beliefs, ideologies, or ideas driving his objectives) cannot be isolated. A technique, a route guide, illuminates but does not decide the road. The method is defined as being the set of intellectual operations by which a discipline seeks to reach the varieties it pursues, demonstrates and verifies them. It can be considered as a set of rules independent of any research aimed above all at the processes and forms of reasoning and perception, making reality accessible to grasp. (Grawitz M, 2001, P: 351) (Combessie J.C, 2001, P:9)

Qualitative research allows for a thorough and detailed examination of the experiences, perspectives, and narratives of a small and specific study population. It helps in comprehending the development processes by delving into underlying issues, motivations, and variations within start-up the ecosystem. Qualitative methods excel in capturing the richness of human experiences, motivations, challenges, and aspirations, which are crucial for understanding the start-up landscape. Qualitative research is highly flexible and adaptable, enabling researchers to revise hypotheses based on emerging insights and evolving research objectives.

Knowing that there are several research methods, we choose qualitative methods to conduct our research well. Qualitative methods are a set of processes that characterize a phenomenon, they try to understand the phenomenon, and they seek to grasp the meaning of people's behavior. The qualitative approach is distinguished by the fact that it does not collect data from the various participants in exactly the same way. In order to correctly conduct our research, we chose the descriptive and analytical procedures from among the quantitative approaches utilized in scientific research.

### **Techniques used:**

To be able to collect the data relating to our research, we used the interview. According to Raymond Quivy and, the interview methods are distinguished by the implementation of the fundamental processes of communication and human interaction. Properly highlighted, these processes allow the researcher to extract from his interview information and very rich and nuanced elements of reflection. (Quivy R and Campenhoudt 1995, P:173).

We used a semi-structured interview as our data collection method. This is a qualitative strategy for gathering information in order to center the discourse of the individuals interviewed during the interview. The semi-directive interview does not confine the interviewee's discourse to predetermined questions or a fixed framework. It allows him to develop and direct his thoughts, with the many themes having to be integrated into the interview's discursive thread.

We have also used observation as a data collection technique which includes all the operations by which the analysis model (constituting hypotheses and concepts with their dimensions and their indicators) is subjected to the test of facts, confronted with observable data. (Quivy R and Campenhoudt LV, 1995, P: 143).

The descriptive hypotheses of the research are used to guide the identification of themes and the creation of the analysis grid. They are the result of an iterative process between hypotheses and corpus. As a result, the thematic unit is not specified as the linguistic unit in advance. It is the foundation of the research, based on the research problem and hypotheses. However, once chosen for study of a corpus, the themes form a solid framework for the analysis of all the interviews. (Creswell, J. W, 1998, P: 98).

### **Sampling and Construction of the study population.**

Bryman emphasizes the importance of constructing a population of study in order to ensure that research results are representative and generalizable to the broader population. He notes that "the population is the group of individuals, objects or events to which a researcher wants to generalize. Thus, selecting the appropriate population is crucial for ensuring that research findings can be extrapolated to other contexts and situations.

Bryman explains that constructing a population involves defining inclusion and exclusion criteria that reflect the research question and objectives. He suggests that researchers should be clear about who is included and who is excluded from the population, as well as the reasons for these decisions. By doing so, researchers can establish the external validity of their research, which refers to the ability of research findings to be generalized beyond the sample studied.

In that regard, we have opted for the use of case studies partly because the population of study is very limited and also because, by understanding the nature of the population of study, it which happens to be a very busy group of individuals, it is a complicated task trying to get hold of all of them. The cases to be studied shall be of those who volunteer to participate. We shall use a voluntary sample.

The type of voluntary sample is also known as self-selection sampling. In this type of sampling, participants choose to participate in the study of their own free will, without the researcher selecting them randomly or in a stratified manner. As participants are self-selected, there is a risk of selection bias, as individuals who choose to participate may differ from those who do not, on characteristics such as interest in the study topic or past experiences. (Bryman 2016 p 133)

After making several futile attempts to contact with the start-up founders in the city of Bejaia, we have concluded that case studies of the few voluntary individuals shall be used in this research so as to permit the progress of the work against the race of time.

**Chapter summary**

This chapter discusses the value of pre-surveys in memoir research, which allow researchers to learn about potential participants' experiences and perspectives before conducting interviews or collecting data. Researchers can use pre-surveys to fine-tune their study questions and interview process, identify potential barriers to participation, and build rapport with potential participants. The authors conducted a preliminary survey by obtaining a list of start-ups registered at La Wilaya and the Centre National de Registre de Commerce (CNRC), and discovered that Bejaia had fewer start-ups than previously thought. They also revised their hypotheses to better align with their research goals. The chapter also explains how the researcher chose qualitative methods for the research, as well as how they collected data through interviews and observation. They used a semi-structured approach.

## **Theoretical Framework**



## Chapter 3 Theoretical Background

Preamble

- 1) History of start-ups in Algeria
- 2) History of start-up culture in Algeria
- 3) Sociological Perspective of Start-up Culture in Algeria

Start-up theories relative to the research

Social representation of start-up founders

Evolution of a start-up

## Preamble

It's critical to examine the history and culture of start-ups in Algeria in order to comprehend the start-up scene there. This aids in our comprehension of the variables that have influenced the development of the startup ecosystem, such as governmental policies, prevailing economic trends, and societal and cultural dynamics. Along with underlining the crucial role entrepreneurship plays in economic development and social transformation, it also offers entrepreneurs useful knowledge and motivation. We will also talk about the steps the Algerian government has done to encourage the expansion of start-ups. This will help us comprehend the distinctive context in which Algerian start-up entrepreneurs operate.

### 1) History of start-ups in Algeria

Algeria has taken several initiatives to promote entrepreneurship and support the growth of start-ups in the country, particularly in the last decade. Here are some of the major initiatives:

- National Agency for Investment Development (ANDI) - established in 2001 to promote investment in Algeria, ANDI provides a range of services to domestic and foreign investors, including support for start-ups.
- National Agency for Scientific and Technological Research (ANRT) - established in 2008 to support scientific and technological research and development in Algeria, ANRT also provides funding and support for innovative start-ups.
- National Agency for the Promotion and Development of Start-ups (ANDE) established in 2016, ANDE aims to support the development of innovative start-ups and promote a culture of entrepreneurship in the country. ANDE provides funding, training, and other resources to support the growth of start-ups, and also helps to connect entrepreneurs with potential investors.
- Start-up Act - passed in 2019, the Start-up Act provides a legal framework for the establishment and growth of start-ups in Algeria, and includes measures to simplify administrative procedures, provide tax incentives, and encourage investment in innovative projects.

- President of the Republic Abdelmadjid Tebboune announced in 2022 the creation of a ministry dedicated to startups, micro-business and incubators in the country's major cities with Yacine Oualid as the minister.

Overall, these initiatives shape the start-up culture of Algeria and they reflect a recognition of the potential economic and social benefits of a thriving start-up ecosystem in Algeria, and a commitment to providing the institutional, resource, and legal support necessary to help new businesses succeed.

## **2) History of start-up culture in Algeria**

In an effort to develop its society and develop a knowledge economy, Algeria is creating a culture of start-up business enterprise. Evermore entrepreneurs are seizing this opportunity and starting businesses, and some with great vision and ambition. One such example is Yassir, a transport service already operating in several countries in the region and many other start-ups in different fields such as fintech etc.

There are organizations that are meant to support and guide start-ups for example Algeria Venture. With Algiers set to host the first edition of 'Africa Disrupt', a trade fair that will bring together the main continental players in innovation, which will take place later in 2023. In our case, Bejaia city has hosted a number of start-up challenges with the objective of nursing growing and nurturing start up culture amongst the Algerian population. Also, several convergences have been held within the same objective both at national and international level. This shows that start up culture is deepening its roots in the Algerian society with an interconnectivity within the African continent and the world at large.

## **3) Sociological Perspective of Start-up Culture in Algeria**

Understanding the start-up culture in Algeria requires considering its sociological aspects. Entrepreneurship is a fundamental element of modern capitalism driven by the pursuit of profit and wealth accumulation, as noted by Weber. In Algeria, this desire for profit likely stems from the aspiration to overcome economic instability and achieve financial security.

Bourdieu argues that economic capital is closely intertwined with social status and cultural capital. Those who possess economic resources often enjoy greater social recognition and cultural validation. This notion is applicable in the Algerian context, where entrepreneurs seek not only financial success but also enhanced social and cultural standing.

The success of the knowledge economy hinges on individuals and organizations accessing and utilizing different forms of capital, including social, cultural, and symbolic capital. Sassen highlights that contemporary capitalism encompasses the accumulation of diverse types of capital, such as knowledge and information, which are pivotal for economic growth and competitiveness. In Algeria, entrepreneurs aspire to position themselves as participants in the global economy and capitalize on emerging markets and technologies.

For any social enterprise, social cohesion and collective solidarity are vital. As Durkheim emphasizes, solidarity represents the support provided by society's collective actions, binding its members together. In the Algerian context, it is crucial for entrepreneurs to establish robust networks and relationships within their communities to foster trust and cooperation.

To summarize, analyzing the start-up culture in Algeria through classic and contemporary sociological theories reveals various factors at play. These include the pursuit of profit and wealth, the significance of economic, social, and cultural capital, the access and utilization of different forms of capital, and the need for social cohesion and collective solidarity.

## **Theoretical Background**

### **Introduction**

The theoretical portion of this research focuses on the fundamental ideas and theories about start-ups, their growth, and the elements that make them prosper. This section seeks to establish a theoretical framework for comprehending the dynamics and challenges of the start-up ecosystem through an analysis of pertinent literature and theoretical propositions. The significance of studying entrepreneurship and self-employment from a social and cultural standpoint has long been acknowledged by social sciences academics. Broader social and cultural aspects, such as social networks, cultural norms, and institutional frameworks, have an impact on the experiences of start-up founders rather than being purely influenced by their own unique abilities or attributes. In this context, we will delve into the following theories.

- **Resource-Based View**

Understanding entrepreneurship can be approached through various theoretical angles. One such viewpoint is the resource-based view, which believes that the success of a start-up is contingent on the resources it has at its disposal. These resources may include financial capital, technical expertise, human and social capital, and more. Hence, the availability of these resources can either catalyze or hamper a start-up's growth and prosperity. This perspective, advanced by Barney, accentuates the impact of cultural and social factors on the availability of these resources. (Barney, 1991, p. 101).

According to Barney, founder of start-ups must take social and cultural contexts into account as entrepreneurship doesn't solely rely on individual skills or efforts. In fact, wider social and cultural factors, including institutional frameworks, social networks, and cultural norms, play an important role in shaping start-up founders' experiences and distinctive qualities. (Barney, 1991, p. 102)

Understanding how broader social and cultural issues impact resource availability is paramount according to RBV. For example, socio-economic groups don't have equal access to vital resources like social and cultural capital. Start-up founders may face hindrances or reinforcement from social networks and cultural norms that affect their access to necessary resources for launching and expanding their ventures.

This theory stresses the importance of comprehending the social and cultural environments in which start-ups exist and the varying groups' distribution of resources available. To foster a fairer and more diverse entrepreneurial environment, we should acknowledge how crucial social and cultural resources are in sparking entrepreneurship. It's therefore important we put in place policies and ventures that cater to underrepresented demographics.

- **Social Capital**

Startups rely heavily on social capital, a key resource made up of assets that can be accessed through one's social network. This includes the opportunity to collaborate, gain important information, and receive social support. According to Bourdieu, social capital is defined as the total amount of resources available to

you through your lasting connections with others. These relationships can be both formal and informal.

Access to social capital is essential for startup founders as it enables them to tap into a wide range of resources that contribute to business growth and success. Industry professionals, investors, and other entrepreneurs have invaluable knowledge of market trends and the means to secure funding, providing entrepreneurs with important connections (Adler & Kwon, 2002, p. 18; Bourdieu, 1986, p. 248).

It is crucial to note, however, that not all social groupings have equal access to social capital. Gender and social status are additional factors that determine the resources accessible to individual start-up founders. The quality of social capital is as important as the amount. The amount to which social capital can be leveraged is determined by the quality of relationships within a social network. Strong relationships to knowledgeable and supportive people can lead to higher benefits than weak ties or connections with uninteresting people.

By recognizing the importance of social capital in entrepreneurship, we can endeavor to build networks and environments for company founders that are inclusive and egalitarian. We can create an ecosystem that enables entrepreneurs from many backgrounds to succeed by promoting access to social capital and encouraging positive relationships. (Nahapiet and Ghoshal 1998, p. 243)

- **Cultural Capital**

Cultural capital plays a vital role in supporting start-ups, encompassing a wide range of valuable cultural resources such as knowledge, skills, and education. These resources equip start-up founders with the necessary tools to navigate the intricate social and cultural landscapes inherent in entrepreneurial endeavors (Bourdieu, 1986, p. 85). It's like having a compass that helps entrepreneurs navigate the uncharted territories of the business world.

The acquisition of cultural capital occurs through various avenues, including formal education and informal learning experiences. Engaging in cultural activities and being exposed to diverse cultural environments contribute to the development of cultural capital. It's like building a repertoire of experiences and insights that can be drawn upon when making strategic decisions. Furthermore,

the intergenerational transmission of cultural capital within families and social networks can provide certain individuals with an advantage in terms of the cultural resources they possess. Bourdieu highlights how cultural capital accumulates over time and perpetuates existing inequalities through generational transfer. (Bourdieu (1986, p. 244)

The possession of cultural capital profoundly influences an entrepreneur's ability to attract investors, establish strategic partnerships, and navigate industry-specific cultural and social norms. It's akin to possessing a key that unlocks doors to networks and opportunities. Emphasis is on its importance for entrepreneurs in effectively engaging with various cultural and social networks. Cultural capital acts as a bridge that connects entrepreneurs to the right people and resources, facilitating their entry into the business world.

However, it's important to acknowledge that the distribution of cultural capital across social groups is not uniform. Individuals from lower socioeconomic backgrounds often lack the necessary cultural resources to effectively navigate the complex social and cultural dimensions of entrepreneurship, placing them at a disadvantage compared to those with greater cultural capital. As Lareau argues that limited access to the cultural capital prevalent among upper-middle-class families restricts opportunities for individuals from lower socioeconomic backgrounds, reinforcing existing social and economic disparities. Lareau (2003, p. 10)

These inequities create an urgency and a call to action. It compels us to remove the institutional hurdles that prevent poor individuals and communities from accessing cultural capital. By acknowledging the value of cultural capital in entrepreneurship, we can endeavor to create inclusive workplaces that provide equal opportunity for people from all walks of life. This can be accomplished by increasing access to high-quality education, encouraging cultural diversity, and cultivating supporting networks that bridge the gap between different social groups.

In short, cultural capital plays a significant role in supporting start-ups, providing entrepreneurs with the necessary resources to navigate the social and cultural dimensions of entrepreneurship. However, unequal distribution of cultural capital perpetuates existing inequalities, posing challenges for individuals from lower socioeconomic backgrounds. By acknowledging these disparities and taking proactive measures, we can strive for a more inclusive entrepreneurial

landscape that harnesses the diverse cultural capital of all individuals, fostering innovation, and driving positive change.

- **Gender, Race, and Class**

Gender, ethnicity, and class playing significant roles in determining the resources accessible to start-up founders. Research in Western cultures has repeatedly demonstrated that social groups do not have equal access to resources. For instance, access to financial, human, and social capital is frequently hampered for women and people of color. highlight the challenges that women and people of color experience in obtaining financing for their businesses, including a lack of networks, biases based on their gender and race, ignorance, and a lack of social and human capital. (Brush et al. (2004, p. 4)

Furthermore, start-up founders from lower socioeconomic backgrounds may experience difficulties because they lack the cultural capital required to manage the complex social and cultural contexts of entrepreneurship. Lareau highlights that a person's social class influences how they perceive danger, opportunity, and social ties, eventually determining their chances of success. (Lareau 2003, p. 294)

It is important to acknowledge, however, that the Algerian context differs from the Western context in various ways. Therefore, in our research, we aim to analyze these theories through a narrative analysis of start-up founders, with a particular focus on gender. By examining the experiences and perspectives of Algerian entrepreneurs both men and women, we can gain insights into the unique dynamics at play in the local entrepreneurial ecosystem.

Additionally, studies on self-employment have revealed that gender significantly influences the experiences and motivations of individuals who work for themselves. Women, in particular, may turn to self-employment as a means to achieve a better work-life balance and accommodate family obligations. This choice is often driven by the desire for more flexibility and control over their work schedules, aligning with traditional gender roles and expectations (Kalleberg and Leicht, 1991, p. 84).

It is important to highlight, however, that self-employment does not ensure success for female entrepreneurs. According to research, women confront unique challenges, such as prejudice and limited access to capital, which can stymie their entrepreneurial endeavors. As a result, it is critical to understand



how gender intersects with other social and cultural elements in creating self-employed individuals' experiences.

We may aim to establish a more equitable and inclusive entrepreneurial ecosystem that supports entrepreneurship among underrepresented groups by recognizing and comprehending these processes. This includes removing barriers, fostering equal access to resources, and putting in place supportive policies and activities that enable people from varied backgrounds to thrive as entrepreneurs. (Brush et al., 2004, p. 73)

- **Institutional theory**

Another viewpoint that can be used to comprehend entrepreneurship and self-employment is institutional theory. According to institutional theory, societal institutions such as cultural norms and legal frameworks shape both businesses and individuals. This indicates that self-employment or entrepreneurship is influenced by the larger institutional framework in which it occurs rather than being the only product of individual initiative. (Scott, 2008 p 56-9)

Max Weber, is one of the founding figures of institutional theory, he defined institutions as patterns of behavior, that is to say, regularities of orientation in terms of which human action is organized. This definition emphasizes the ways in which institutions structure and organize human behavior, and the regularities that emerge from this organization. (Weber, 1968, p. 7)

According to this theory, entrepreneurs must conform to institutional norms and expectations in order to be accepted and legitimized within the broader social and cultural context. This can include conforming to institutional rules and regulations, as well as adopting institutionalized practices and beliefs. Institutional theory also emphasizes the role of institutional isomorphism, or the tendency for organizations to adopt similar structures and practices over time (DiMaggio & Powell, 1983 p69).

One way in which institutional theory has been used to understand entrepreneurship and self-employment is by examining the role of institutional logics in shaping entrepreneurial behavior. Institutional logics refer to the underlying beliefs, values, and norms that shape organizational behavior and decision-making. Different institutional logics can exist within the same

institutional context, and entrepreneurs must navigate these logics in order to be accepted and legitimized. (Thornton et al 2012 p81)

For instance, in order to succeed, a start-up founder may need to negotiate the institutional logics of both the entrepreneurial environment and their sector. This could entail adhering to institutional norms and regulations as well as adopting certain behaviors and ideas that are accepted in both institutional environments.

In general, institutional theory offers a helpful framework for comprehending how larger institutional environments influence entrepreneurship and self-employment. We can better understand how entrepreneurs navigate complex social and cultural contexts and develop policies and programs aimed at supporting entrepreneurship in various institutional contexts by recognizing the significance of institutional norms, beliefs, and practices in influencing entrepreneurial behavior.

- **Start-up Culture**

Start-up culture, also known as entrepreneurial culture, refers to a collection of values, beliefs, behaviors, and norms associated with the establishment and growth of new and innovative firms. This cultural phenomenon is gaining traction around the world, including in Algeria, as countries attempt to create an environment that encourages entrepreneurship and innovation. The availability of funding and other mechanisms that stimulate entrepreneurial activity is one of the most important factors determining start-up culture. (Sassen, 1991).

The development of start-up culture is heavily reliant on resources. To begin and sustain their firms, entrepreneurs must have access to a variety of financial, intellectual, and social resources. According to Sassen, the availability of resources is critical for the formation of a thriving start-up culture. These resources include financial capital, intellectual capital, and social networks that provide support and opportunity to entrepreneurs.

Aside from resources, social and cultural norms of a community impact start-up culture. In gathering financial and interpersonal resources, Bourdieu highlights the importance of non-financial resources such as education, knowledge, and interpersonal connections. These cultural and social capital resources help entrepreneurial businesses flourish and thrive. (Bourdieu 1986)

The capitalist theory of Max Weber sheds more light on the significance of start-up culture. Entrepreneurship and wealth accumulation are highlighted by Weber as crucial components of modern capitalism. According to Weber, the primary goal of capitalist firms is to make money. Relationships and social networks are essential to the success of start-up culture. According to Durkheim, any social enterprise must have strong social ties and a sense of community to succeed. In start-up culture, solidarity, which stands for the support and connectivity among members of a society, is important. (Weber 2002) (Durkheim (1997)

Numerous elements, such as the accessibility of resources, social and cultural norms, capitalist ideology, and social networks, have an impact on startup culture. For the purpose of fostering entrepreneurship, creativity, and the formation of creative firms, it is crucial to comprehend these factors. Our research focuses on unraveling the complexities of start-up culture, especially how it affects the social interactions of founders.

- **Knowledge society**

The idea of a knowledge society refers to a society where knowledge is the driving force behind economic, social, and cultural development. Castells (1996) defines it as a society where knowledge holds strategic importance, and information and communication technologies (ICTs) play a vital role in creating, disseminating, and utilizing knowledge. In a knowledge society, knowledge becomes a key factor in fostering economic growth and social progress. Education and training play a crucial role in enabling individuals to fully participate in the knowledge-based economy. Castells (1996) emphasizes that education and training are fundamental in equipping individuals with the necessary skills and knowledge to effectively engage in the knowledge-based economy. (Castells 1996)

Additionally, the emergence of new work and employment models, such as freelancing, entrepreneurship, and the gig economy, characterizes the knowledge society. Sennett argues that the knowledge society necessitates flexibility, adaptability, and continuous learning from workers. Integrating the concept of a knowledge society into our research can provide a framework for understanding the experiences and observations of start-up founders. For instance, we can explore how education and training have prepared individuals for careers in knowledge-based industries like technology. Furthermore, we can

investigate how an individual's educational background, skills, and experience have influenced their decision to pursue self-employment or entrepreneurship. (Sennett 2006)

By considering Richard Sennett's perspective on flexibility and adaptability, we can delve into how start-up founders navigate the evolving landscape of their industries and adapt to new technologies or business models. Moreover, the concept of a knowledge society allows us to reflect on the role of technology in professional life. For example, we can examine how social media and digital platforms have enabled entrepreneurs and the self-employed to connect with others in their industries, share knowledge, and exchange expertise. Incorporating the concept of a knowledge society offers a broader context to start-up founders' personal experiences and insights. It provides readers with a more nuanced understanding of the intricate social, cultural, and economic forces that have shaped their pursuit of entrepreneurship or self-employment.

- **Incubation**

A start-up incubator can be defined as a business support organization that provides resources, mentorship, and networking opportunities to start-up companies in their early stages of development. The incubator is designed to facilitate the process of entrepreneurship by providing start-up companies with the resources and support they need to turn their innovative ideas into successful businesses. (Schumpeter p.81 1934)

One key role of start-up incubators is to provide entrepreneurs with access to a network of experienced mentors and advisors who can provide guidance and advice on business strategy, marketing, and operations. mentoring relationships provide a critical source of learning, feedback, and support for entrepreneurs as they navigate the complex and uncertain terrain of entrepreneurship. This network can also connect entrepreneurs with potential investors and customers, helping them to build the relationships they need to grow their businesses.

Another important function of start-up incubators is to provide physical infrastructure and shared resources, such as office space, equipment, and technology. Incubators provide office space and other resources that new ventures need to survive and grow. This can help start-ups reduce their overhead costs and focus their resources on developing their products or services.

A start up founder can describe their experiences and the support and resources that you received from the incubator. they can also reflect on the role that the incubator played in their entrepreneurship path and how it helped them to overcome challenges and achieve their goals. We can explore the ways in which the start-up incubator influenced the entrepreneurial journey and contributed to the broader start-up sector. For example, we can discuss how the incubator fostered a culture of innovation and entrepreneurship, or how it facilitated the development of new products or services that had social or economic impact.

There are two types of incubators; A private startup incubator is owned and operated by a private entity, such as a corporation or a venture capital firm. The main goal of a private incubator is to help startups achieve profitability and growth, which in turn generates returns for the incubator's owners and investors. Private incubators tend to focus on startups with high growth potential and a clear path to profitability, as these types of startups are more likely to generate returns on investment.

On the other hand, a public startup incubator is typically owned and operated by a government agency or a non-profit organization. The main goal of a public incubator is to foster economic development and job creation in a particular geographic area or industry. Public incubators tend to have a broader mandate and may support a wider range of startups, including those with social or environmental missions.

- **Innovation**

The creation, development, and implementation of new ideas, goods, or processes that provide value to society is referred to as innovation. Everett Rogers defines innovation as "an idea, practice, or object perceived as novel by an individual or other unit of adoption." Although technological developments and scientific discoveries are frequently connected with innovation, it can also relate to social, cultural, and organizational changes. (Rogers, 2003, p. 12)

We can investigate how start-up founders have developed or executed new ideas, products, or procedures that have had an influence on our lives or the lives of others through our research. This can involve personal innovations like learning a new passion or talent, as well as larger-scale innovations like starting a business or social initiative. Social change and societal advancement can also be linked to innovation.

As Kuhn points out, innovation can result in paradigm shifts, which are major changes in a scientific discipline's underlying conceptions and experimental techniques. We can investigate how start-up founders' innovation has led to changes in our community or society, and how these changes have impacted individuals and groups, in our research. This also means that start up founders are drivers for social change. (Kuhn, 1962, p. 111)

Kuhn's primary focus was on the nature of scientific revolutions, paradigm changes, and the development of scientific knowledge; he did not analyze innovation in the same way that Everett Rogers did. His theories, however, have had a profound impact on the concept of innovation in the context of scientific progress and knowledge advancement. Kuhn's central idea is that scientific knowledge does not grow linearly, but rather through revolutions or paradigm shifts. Scientific revolutions, according to Kuhn, occur when existing paradigms, such as dominant theories or frameworks, confront anomalies or issues that cannot be explained within the current framework. This causes a time of crisis and scientific dispute, which eventually leads to a paradigm shift to a new method of understanding and explaining things.

While Kuhn's emphasis is on scientific revolutions rather than on innovation in general, his theories have been extended to the study of innovation processes. According to certain views, innovation is a type of paradigm shift in which new ideas, approaches, or technologies challenge and replace old practices or beliefs. Kuhn's work sheds light on how scientific communities experience fundamental shifts in their view of the universe, which has implications for understanding innovation and its disruptive nature in a variety of domains.

Additionally, social networks and dispersion can be used to study innovation. As people who are connected to others who have diverse experiences and viewpoints are more inclined to accept new ideas and behaviors, Granovetter contends that social networks are essential to the spread of innovations. We can investigate the impact social networks have had on the acceptance or rejection of innovations in your life or community. Innovation is a broad term with many facets that can be examined through a variety of sociological lenses. We can shed light on how new ideas and practices have impacted social life and the society by investigating innovation in our research. (Granovetter, 1973, p. 1360)

- **Unemployment**

Unemployment is a complicated socioeconomic phenomenon that relates to the situation of being unemployed, actively looking for job, and being willing and able to work. It is not only a lack of job, but a condition in which people are actively looking for work but are unable to find it. According to the World Bank's "Algeria Economic Update: Spring 2021" report, the unemployment rate in Algeria was 11.7% as of September 2021. It is crucial to emphasize, however, that this statistic does not capture the whole scope of the problem because there are considerable differences across areas and age groups. With a rate of 29.1%, youth unemployment is still a major concern.

The research also emphasizes the gender discrepancy in unemployment rates, stating that the jobless rate for women in Algeria in 2020 was 16.6%, compared to 9.6% for men. This gap shows that women experience additional problems and barriers when it comes to finding work. High levels of unemployment might produce a sense of urgency and a desire to pursue additional sources of income in such circumstances. This may prompt people to contemplate launching their own businesses as a means of producing cash and a living. This is known as necessity entrepreneurship, and it occurs when individuals are forced to create firms owing to a lack of other viable options.

Understanding the dynamics of unemployment, its effects on various demographic groups, and the formation of necessity entrepreneurship offers important new perspectives on Algeria's socioeconomic environment and the drivers of entrepreneurial activity. It emphasizes how crucial it is to combat unemployment through targeted policies and assistance programs that create job growth, lessen inequality, and foster inclusive economic opportunities.

- **Underemployment.**

Underemployment refer to a situation where individuals are employed but their employment fall short of utilizing their full skills and qualifications. It refers to a condition where individuals are working part-time when they desire full-time employment, or they are working in jobs that do not fully utilize their education, skills, or experience (International Labour Organization, 2018).

Underemployment can show itself in several ways. For example, it can occur when individuals are overqualified for the job they are currently performing. This

means that they possess higher levels of education, skills, or experience than what is required for their current position. As a result, their skills and abilities are underutilized, leading to some sense of dissatisfaction and unfulfilled potential. Measuring underemployment can be difficult since it involves subjective factors like individuals' aspirations and job expectations. However, statistical indicators such as the number of people working part-time for economic reasons or people working in jobs that are below their skill levels are frequently used to assess the amount of underemployment in previous researches.

Another form of underemployment is involuntary part-time employment. This occurs when individuals who desire full-time employment are only able to secure part-time work. These individuals may be willing and available to work for more hours but they are unable to find suitable full-time employment opportunities. (Organization for Economic Co-operation and Development, 2018).

This study of start-up founders' motives, experiences, and career trajectories may benefit greatly from the inclusion of the idea of underemployment. Underemployment may act as a motivator for people to start their own business. Underemployed startup founders may see entrepreneurship as a way to take back control of their careers and make better use of their skills and abilities. Startup founders may become aware of market gaps and unmet requirements in their industry as a result of underemployment. They may be inspired to develop novel solutions through their start-ups if they realize how underutilized their skills are or if there are few career options available.

The move from traditional work to entrepreneurship can be sped up by underemployment. Entrepreneurs who have been underemployed may see starting their own businesses as a chance to break free from the restrictions and limits of underemployed work. Use of skills and work happiness, the ability of start-up founders who have previously faced underemployment to fully utilize their abilities and qualifications can be investigated through research on these individuals. These founders may have greater job satisfaction as a result of their ability to tailor their jobs and duties to match their areas of expertise.

Insights into whether people who have experienced underemployment bring certain views, motivations, or problem-solving talents that contribute to their ventures' outcomes can be gained by examining the association between prior underemployment experiences and start-up success. Researchers can obtain a deeper understanding of the motivations, experiences, and career trajectories of entrepreneurs who have encountered underutilization of their abilities or limited



job opportunities by introducing the idea of underemployment into research on start-up founders. As a result, initiatives and support systems that assist people in making the transition from underemployment to prosperous entrepreneurship may be developed.

### **Social representation of start-up founders**

The idea of social representation refers to the common perceptions that a society has of a certain class of people, thing, or idea. Moscovici's theory of social representations is concerned with how people and groups create and share knowledge about things, occasions, or social groups. Moscovici contends that social representations act as a framework for people to make sense of their social environment, influencing their beliefs, attitudes, and actions. (Serge Moscovici p 158 2003)

When examining the social representation of start-up founders, several sociological concepts come into play:

- **Symbolic Interactionism:**

Symbolic interactionism, a sociological perspective developed by George Herbert Mead, emphasizes the importance of symbols and social interactions in shaping individuals' understandings and behaviors. The social representation of start-up founders demonstrates how society assigns symbolic meanings to entrepreneurs. Start-up founders are symbolically constructed as heroic risk-takers, disruptors, and visionaries through social interactions, media portrayals, and cultural narratives.

- **Cultural Capital:**

The representation of start-up founders as young, tech-savvy entrepreneurs, reflects the concept of cultural capital developed by Pierre Bourdieu. Cultural capital refers to the symbolic and material resources, including knowledge, skills, and cultural tastes, that individuals possess. In the context of start-up founders, being associated with technological expertise and innovation provide cultural

capital, enhancing their social status and reinforcing their positive representation.

- **Gender and Intersectionality:**

The gendered representation of start-up founders, draws attention to the concept of intersectionality. Intersectionality recognizes that social identities, such as gender, race, class, and sexuality, intersect and mutually shape individuals' experiences. The representation of male founders as more celebrated and competent reflects existing gender stereotypes and power dynamics within society. This perspective underscores the need to consider how multiple social categories intersect and influence the social representation of start-up founders. (Crenshaw, Kimberlé. 1989)

- **Social Construction of Reality:**

The social representation of start-up founders is closely related to the sociological concept of the social construction of reality. This concept suggests that individuals and society actively create and shape their social reality through shared meanings and interpretations. The idealized notions of the entrepreneurial self, reinforced by societal expectations and media portrayals, contribute to the construction of the start-up founder's identity. These representations can exert pressures on founders to conform to certain expectations, shaping their behaviors and self-perceptions. (Berger and Luckman 1966)

By incorporating these sociological concepts into our research on start-up founder's, we can understand the social representation of start-up founders as a dynamic process influenced by symbolic interactions, cultural capital, intersectionality, and the social construction of reality. These concepts help us analyze how societal beliefs, power dynamics, and cultural contexts shape the perception and portrayal of start-up founders within society.

## **Evolution of a start-up**

- **Innovative project**

A revolutionary and transformative initiative can be thought of as one that introduces fresh concepts, methods, or technology in an effort to address

societal problems. It deviates from accepted norms and systems, posing a threat to existing social conventions and creating the possibility of constructive social change.

to further analyze the idea of a unique project. The theory of social constructionism, which emphasizes how language and social interactions shape reality, is one important sociological framework. An innovative project can be understood in this sense as a socially produced phenomena that results from the concerted efforts of people and groups to rethink and alter social circumstances.

Information and communication technologies (ICTs) expert Manuel Castells offers insights on the transformative potential of creative ventures. Castells emphasizes the part that ICTs play in fostering the formation of creative projects that make use of digital platforms, networks, and connectivity to address societal issues. Social capital theory, which focuses on the resources ingrained in social networks and interactions, is another significant sociological viewpoint. Due to the need for cooperation, mobilization of various players, and collaboration, innovative projects frequently rely on social capital. Robert Putnam examines the loss of social capital in contemporary society and stresses the significance of reestablishing social bonds to promote creativity and community growth.

Additionally, the idea of social entrepreneurship is pertinent when talking about creative ventures. Applying entrepreneurial ideas to develop original solutions for social issues is known as social entrepreneurship. According to Roger L. Martin, the development of creative ventures that strike a balance between their commercial viability and social impact requires people to draw from a variety of viewpoints and academic fields. Furthermore, Everett Rogers' diffusion of innovation theory offers a framework for comprehending how inventive ideas propagate and obtain acceptance within a social system. The theory outlines important variables that affect how innovations are adopted, including perceived benefits, suitability for existing norms, and social networks. Success of an innovative idea frequently hinges on skillfully navigating these elements and establishing favorable conditions for mass adoption.

In short, an innovative project, viewed through a sociological lens, represents a transformative endeavor that challenges existing norms, structures, and systems. It emerges through social construction, leverages social capital, utilizes information and communication technologies, and aligns with principles of social entrepreneurship. Understanding the social dimensions of innovative projects requires delving into works by scholars like Castells, Putnam, Martin, and Rogers,

as well as exploring academic sources that contribute to the broader sociological discourse.

### **From innovative idea to a start up**

It is important to note that an innovative idea develops into an innovative project then into a start-up following the steps detailed below;

- **Idea Generation:**

The process begins with the generation of a novel idea, which sociologists often attribute to the social construction of knowledge. Drawing upon the works of scholars like Berger and Luckmann the idea generation phase involves the interaction between individuals, their social environments, and the shared meanings they assign to problems or needs within society. (Berger and Luckmann 1966 p 34)

- **Proof of Concept:**

Perspectives such as symbolic interactionism, as advocated by Herbert Blumer, highlight the importance of interaction and interpretation in validating an innovative project. During the proof-of-concept stage, innovators engage in social interactions with potential users, experts, and stakeholders to gain feedback and assess the project's feasibility and potential impact. (Blumer 1986 P 49)

- **Resource Mobilization:**

The transition from an innovative project to a startup involves mobilizing resources through social networks and institutions. Drawing from Granovetter's theory of social embeddedness, which emphasizes the social dimensions of economic behavior, innovators leverage social ties, professional networks, and institutional support to acquire financial capital, technological resources, and human expertise necessary for startup formation. (Granovetter 1985)

- **Start Up Model Development:**

Sociological perspectives on entrepreneurship, such as network theory and institutional theory, inform the development of a business model for the startup. Networks theory, as explored by Ronald Burt, emphasizes the social connections

and networks that enable access to resources, knowledge, and opportunities. Institutional theory, as advanced by DiMaggio and Powell, highlights the influence of institutional norms and practices in shaping the structure and strategies of organizations. Innovators utilize these perspectives to design a start up model that aligns with social and institutional expectations, caters to market demands, and fosters legitimacy.

- **Market Entry:**

Sociological concepts such as legitimation and social capital are relevant during the market entry phase. Drawing from the work of Max Weber, the process of entering the market involves establishing legitimacy by conforming to societal norms, regulations, and standards. Social capital, as explored by Bourdieu, plays a role in building social connections, trust, and reputation, which are crucial for gaining market acceptance and attracting early adopters to the innovative product or service.

- **Growth and Scaling:**

The growth and scaling of the startup can be examined through sociological lenses such as network effects and institutional isomorphism. Network effects, as studied by Mark Granovetter and Robert Metcalfe, highlight the positive relationship between the number of users or participants in a network and the value of the innovation. Institutional isomorphism, as discussed by Meyer and Rowan, emphasizes the pressures on organizations to conform to established norms and practices within their industry. These sociological perspectives inform the strategies employed by startups to expand their user base, develop strategic partnerships, and replicate successful models for growth.

- **Adaptation and Iteration:**

Sociological perspectives on organizational learning and innovation, such as the work of March and Simon, shed light on the importance of adaptation and iteration for startup success. Startups need to engage in ongoing learning processes, experiment with new strategies, and adjust their approaches based on feedback and market dynamics. This sociological lens underscores the significance of reflexivity, collective learning, and the ability to navigate complex social and organizational environments.

- **Sustainability and Long-term Success:**

Sociological concepts like institutional logics and social embeddedness are relevant to understanding the sustainability and long-term success of a startup. Institutional logics, as explored by Thornton and Ocasio, refer to the broader sets of beliefs, values, and practices that guide organizational behavior. Startups that align their activities and strategies with dominant institutional logics are more likely to achieve long-term viability.

### **From a start up to a company**

It's important to note that these stages are not always linear, and a startup may go through multiple cycles of growth and adaptation. Additionally, the timeline for each stage can vary widely, ranging from a few months to several years, depending on the nature of the business and external factors. From a sociological standpoint, the growth of a startup can be understood through the lens of organizational sociology, which examines how social structures and processes shape the development and success of organizations. Here is an overview of the stages from a sociological perspective:

- **Institutionalization of the Idea:**

Institutional theory suggests that startups must align their ideas with prevailing industry norms and values to gain legitimacy. This involves conforming to established practices and expectations. Startups can also shape and influence the institutional environment through innovative practices. Balancing conformity and innovation are crucial for startup success. (Meyer et al 1977, p. 340-363)

- **Legitimation and Resource Mobilization:**

Legitimacy and resource mobilization are crucial for the growth of startups. Legitimacy involves conforming to industry norms and obtaining external validation. Resource mobilization relies on building relationships, accessing funding, networks, and expertise. Startups can seek resources through peer-to-peer lending, bank loans, and partnerships. Sociological perspectives help startups navigate social dynamics and acquire the necessary support for success. (Granovetter, 1995) (Mollick, 2014)

- **Social Networks and Social Capital:**

Social network theory plays a significant role as startups progress, as they rely on social networks to access resources, information, and support. The establishment of social capital through connections with mentors, advisors, investors, and industry experts becomes essential for navigating the challenges of growth. Networking events, incubation programs, and mentorship opportunities serve as platforms for establishing and leveraging social networks and social capital. These sociological concepts enable startups to tap into valuable connections and knowledge, enhancing their prospects for success. (Burt, 1992; Nahapiet & Ghoshal, 1998) (Stuart & Sorenson, 2007; Vanderstraeten & Matthyssens, 2014)

- **Organizational Identity and Culture:**

As the startup evolves, it focuses on developing its organizational identity and culture. This stage encompasses shaping shared values, norms, and beliefs that define the startup's mission, vision, and business practices. Cultivating a strong organizational culture is crucial for fostering employee engagement, cohesion, and the ability to attract and retain talent. By establishing a distinct identity and culture, startups can create a sense of purpose, align employee behaviors, and create a positive work environment conducive to innovation and growth. (Denison, 1990; Schein, 1990)

- **Growth and Structural Adaptation:**

During the growth stage, startups encounter the challenge of managing expansion while ensuring organizational effectiveness. Drawing from structural functionalism perspectives, it is understood that the organization needs to adapt its structures, processes, and systems to accommodate the growing demands and complexities of the business. This involves aligning roles and responsibilities, establishing clear communication channels, and implementing efficient workflows to maintain coordination and productivity. By continuously adapting and optimizing their internal structures, startups can enhance their capacity to scale and effectively manage growth. (Parsons, 1951) (Mintzberg, 1979).

- **Institutionalization and Legitimacy:**

In the final stage, the startup strives to achieve institutionalization and gain legitimacy as a recognized and respected organization within the industry or society. Sociologists argue that this involves aligning with established norms, practices, and standards, which contribute to the long-term survival and success of the company. By conforming to institutionalized expectations, the startup enhances its credibility, reputation, and trustworthiness among stakeholders. This alignment with institutional norms helps the organization to secure resources, attract customers, and build sustainable relationships, ultimately contributing to its enduring presence in the market. (DiMaggio & Powell, 1983) (Scott, 1995)

### Chapter summary

From a sociological perspective, the evolution of a startup from an innovative idea to a big company involves several stages and sociological concepts. These concepts include the generation of innovative ideas through social interactions and the shared construction of knowledge, the validation of ideas through proof-of-concept and social interactions, resource mobilization through social networks and institutions, the development of a business model aligned with social and institutional expectations, market entry through legitimation and social capital, growth and scaling by leveraging network effects and conforming to norms, adaptation and iteration through ongoing learning, and long-term sustainability through alignment with institutional logics and social embeddedness.

The growth from a startup to a company involves institutionalization of the idea, legitimization, resource mobilization, social networks and capital, organizational identity and culture development, growth and structural adaptation, and achieving institutionalization and legitimacy within the industry or society. These sociological perspectives shed light on the sociocultural factors influencing the evolution of a startup and its transformation into a successful company.

Furthermore, exploring sociological concepts such as the resource-based view, social and cultural capital, innovation, unemployment, institutional theory, incubation, knowledge society, gender, race, and class can provide insights into the factors that contribute to the understanding of start-up founders as either self-employed or entrepreneurs in a specific context, such as Algeria. By



considering these sociological concepts, we gain a deeper understanding of the diverse factors that shape the success and challenges faced by start-up founders and the broader implications of entrepreneurship in a given society.

## **Discourse Analysis**

## **Chapter 4 Discourse Analysis**

Preamble

Discourse analysis

Subjectivity in Context: Unveiling Perspectives

Chapter Summary

## Preamble

In this chapter we present the start-up founders that we managed to engage as part of our study population then proceed to do a discourse analysis of the narratives that they shared with us in our research. Discourse analysis is a methodological approach that can help us in understanding how language shapes social reality. As Norman Fairclough, discourse analysis is "concerned with the study of language in use, and of how discourse is used to construct social reality" (Norman Fairclough 2001 p. 1)

Discourse analysis is grounded in the idea that language is a social practice that reflects and reproduces social structures and relations. As Teun A. van Dijk argues, "language is a social practice that reproduces and reinforces relations of dominance and subordination". This means that start up founders are a social group that uses language in different ways to construct their identities, legitimize their positions, and assert their interests. (Teun A. van Dijk 1993 p. 6)

In this chapter we are going to examine the context in which language is used, the social actors involved, the content of the discourse, and the linguistic strategies employed. At the end we are going to present the social significations and the implications of the narratives used by start-up founders.

## Start-up founder's discourse analysis

**Interviewer) What prompted you to want to launch your start up?**

**Is it the need to offer yourself employment?**

**Is it the desire to become an entrepreneur?**

**Is it the seizure of an economic opportunity?**

*Interviewee) "It was the desire of doing something of my own" replies Mrs Chenniti.*

The words of the interviewee "to start something of her own" shows that she wanted to start her own company. This is basically the desire to be an entrepreneur. This can be further analyzed and comprehended using several sociological concepts below:

Symbolic interactionism, as conceptualized by scholars like George Herbert Mead and elaborated upon by Erving Goffman, offers valuable insights into how individuals derive meaning from their social interactions and construct their sense of self through these interactions. Within this theoretical framework, the desire to establish a personal venture, such as launching a startup, can be understood as an expression of self-identity and a pursuit of personal fulfillment.

In the context of symbolic interactionism, individuals engage in a process of interpreting and attributing significance to the symbols, gestures, and actions encountered in their social interactions. These interpretations actively shape their perceptions of themselves and their understanding of the surrounding world. The desire to embark on an entrepreneurial journey reflects an individual's endeavor to express and assert their self-identity and find personal fulfillment through the creation of a business venture.

By launching a startup, Mrs. Chenniti, for example, engaged in a profound process of self-expression and self-definition. Through the establishment of her own venture, she acquired a unique opportunity to mold the business according to her deeply held values, beliefs, and aspirations. The startup became a platform for her to tangibly manifest and actualize her self-identity, and the endeavor allowed her to pursue personal fulfillment aligned with her distinctive sense of purpose.

This perspective emphasizes that individuals are not passive recipients of societal influences but active participants who actively construct their realities through their social interactions. By recognizing the importance of symbolic interactionism, we can appreciate how Mrs. Chenniti's decision to launch a startup reflects her agency in shaping her own identity and pursuing personal fulfillment by actively engaging with the symbols and meanings associated with entrepreneurship.

**Interviewer) What is your level of education and professional experience?**

**- What is its impact on your path as a start-up founder?**

*Interviewee) "i hold a masters in process engineering and a formation in informatics, my venture has no relationship with my education background yet it is influenced by my work experience." replies Mrs Chenniti.*

Mrs. Chenniti's statement, in which she mentions holding a master's degree in process engineering and a background in informatics, yet founding a startup unrelated to her education background, can be analyzed using sociological concepts that highlight the limited impact of educational qualifications on the entrepreneurial path.

Mrs. Chenniti's entrepreneurial pursuit, diverging from her educational field, exemplifies the notion that entrepreneurship has the capacity to transcend the symbolic boundaries tied to specific educational qualifications. Pierre Bourdieu's theory of cultural capital illuminates the diverse forms of capital individuals possess, encompassing educational attainments that enable the establishment of symbolic boundaries within society. However, Bourdieu acknowledges that cultural capital in isolation does not ensure success across various domains, emphasizing the multifaceted nature of entrepreneurial endeavors. (Bourdieu, 1973)

This implies that Mrs. Chenniti's decision to embark on an entrepreneurial path outside her educational field challenges the conventional association between educational qualifications and occupational choices. By venturing beyond the boundaries dictated by her educational background, she defies the assumption that entrepreneurship is solely contingent upon a specific field of study. Instead, her choice underscores the capacity of individuals to leverage other forms of capital, such as experiential knowledge, networks, and personal motivations, to navigate and succeed in the entrepreneurial landscape. In doing so, Mrs. Chenniti demonstrates the dynamic interplay between cultural capital, entrepreneurship, and the transcendence of symbolic boundaries associated with educational qualifications.

The interviewee, Mrs. Chenniti, has an extensive work experience background that significantly influenced her entrepreneurial path. She spent three years working in the pharmaceutical industry as a vendor and later worked for four years at Ifruit Foods Company in the olive oil production department. This work experience allowed her to cultivate a network of professional connections that have played a more influential role in her entrepreneurial journey compared to her educational background. Coleman's theory of social capital sheds light on the significance of social networks in providing access to resources and opportunities. The social capital accumulated through Mrs. Chenniti's work experience has provided her with valuable support, knowledge, and opportunities in the context of entrepreneurship. (Coleman, 1988)

By working in different industries and roles, Mrs. Chenniti has expanded her social network and acquired social capital, which has proven crucial in her entrepreneurial endeavors. Her connections with professionals, mentors, and industry experts have offered her access to information, guidance, and potential collaborations that have been instrumental in the development and growth of her startup. The interviewee said she used to interact with international migrants during her tenure at Ifruit, wherewith she cultivated business relationship. These relationships and connections have provided her with a broader perspective, insights into market dynamics, and a network of potential customers, partners, and investors.

Drawing upon Granovetter's network theory, Mrs. Chenniti's work experience has allowed her to build strong ties within her industry, enabling her to leverage these relationships and tap into valuable resources and support. These strong ties provide her with trusted advice, industry-specific knowledge, and potential business opportunities. Furthermore, her diverse work experience has likely contributed to the formation of weak ties, expanding her network beyond her immediate industry and introducing her to new ideas, perspectives, and opportunities.

Moreover, the concept of social capital also aligns with the idea that Mrs. Chenniti's work experience has provided her with access to important resources, both tangible and intangible, necessary for her entrepreneurial journey. Tangible resources such as financial capital, physical infrastructure, and technological expertise have been accessed through her professional network. Additionally, intangible resources like trust, reputation, and industry-specific knowledge acquired through her network have contributed to her entrepreneurial success.

Mrs. Chenniti's work experience, and the social capital she has accrued through it, has been a significant influence on her entrepreneurial path. By leveraging her professional network, she has gained access to vital resources, support, and opportunities that have been instrumental in the establishment and development of her startup. This underscores the importance of social networks and social capital in the entrepreneurial context, as highlighted by James Coleman's theory of social capital.

Mrs. Chenniti's decision to pursue entrepreneurship outside her educational background demonstrates a deviation from the rationalized structures that prescribe a direct link between education and career paths. Max Weber's concept of rationalization suggests that institutions and formal systems often

favor specialization and conformity. The interviewees entrepreneurship journey illustrates how individuals can challenge and navigate institutional expectations to pursue alternative paths. (Weber, 1922)

The interviewee's entrepreneurial journey exemplifies the interplay between agency and personal motivations, as highlighted in Giddens' theory of structuration. It illustrates how individuals exercise agency in shaping their life choices and actions, going beyond the limitations imposed by formal education. Her entrepreneurial path serves as a testament to the transformative potential of individual agency in the pursuit of personal aspirations and the creation of alternative entrepreneurial trajectories. (Giddens, 1984)

**Interviewer) "What is the impact of social norms and values on the design and launch of your project and also on the management of your company? "**

*Interviewee) "we try to be socially responsible by maximizing the use of resources by turning olive pomaces into charcoal we also save the environment and create value for the society"*

The interviewee's response highlights their project's commitment to social responsibility through resource maximization by converting olive pomaces into charcoal, resulting in environmental preservation and value creation for society. This can be analyzed using concepts such as corporate social responsibility (CSR) and sustainable development.

CSR is a concept that emphasizes the ethical obligations of businesses towards society and the environment. It involves voluntarily going beyond legal requirements to address social and environmental concerns. The interviewee's mention of being socially responsible by maximizing resource utilization aligns with the principles of CSR. This focus on utilizing olive pomaces and transforming them into charcoal demonstrates an effort to minimize waste and promote resource efficiency.

The concept of sustainable development emphasizes meeting present needs without compromising the ability of future generations to meet their own needs. The interviewee's project aligns with this notion of sustainable development by repurposing olive pomaces into charcoal. This approach not only maximizes resource use but also contributes to environmental conservation by reducing waste and minimizing the impact on natural resources. (Brundtland 1987)



Furthermore, the interviewee's mention of saving the environment and creating value for society reflects an understanding of stakeholder theory. Authors like Freeman argue that businesses should consider the interests of various stakeholders, including the community and society at large. By focusing on environmental preservation and creating value, the project recognizes the importance of addressing societal needs and contributing to the well-being of the community. (Freeman 1984)

In short, the interviewee's response demonstrates the application of social science concepts in their project. Their emphasis on being socially responsible, maximizing resource use, and creating value for society aligns with the principles of corporate social responsibility, sustainable development, and stakeholder theory. By incorporating these concepts into their project, the interviewee's company contributes to a more sustainable and socially conscious approach to business.

**Interviewer) How can you explain the role that the society played in the launch of your start up?**

**- Family support.**

**- Financial support.**

**- State support.**

*Interviewee) " I never received financial support from my family. but I have benefitted from state grants to launch my start up. my husband supports me and motivates me every time I want to give up."*

The above discourse can be analyzed using several concepts as below.

- **Family support:**

The presence of family support, as articulated by Mrs. Chenniti when she highlights her husband's unwavering encouragement and motivation during moments of entrepreneurial uncertainty, underscores the profound significance of close relationships in the entrepreneurial process. Emile Durkheim, a prominent sociologist, highlighted the pivotal role of social integration and the support derived from primary groups, such as the family, in fostering both individual well-being and the overall cohesion of society. Durkheim's concept of

social integration elucidates the idea that individuals derive a sense of belonging, solidarity, and emotional support from their immediate social networks, which in turn shape their attitudes, behaviors, and capacity to overcome entrepreneurial challenges (Durkheim, 1897).

Within the realm of entrepreneurship, the presence of a supportive family unit contributes to an entrepreneur's psychological well-being, resilience, and persistence in the face of adversities. This is particularly apparent in Mrs. Chenniti's case, as her husband's support serves as an emotional safety net, providing her with the motivation to persist despite moments of doubt and the inclination to abandon her entrepreneurial pursuits. Through empathetic understanding, active encouragement, and meaningful engagement, the family acts as a primary source of both instrumental and expressive support, bolstering the entrepreneur's confidence, self-belief, and determination to pursue their business objectives.

By employing Durkheim's concept of social integration, we can further underscore the role of the family as a foundational institution in the socialization process, shaping an individual's values, attitudes, and aspirations. Within the family unit, entrepreneurs often acquire critical skills, knowledge, and values that are conducive to entrepreneurial endeavors. These encompass a willingness to take risks, resilience in the face of setbacks, a strong work ethic, and a sense of initiative. Furthermore, the familial network provides valuable resources beyond emotional support, including informal mentoring, shared experiences, and access to social capital, which can facilitate the development and growth of the entrepreneurial venture.

In a nutshell, through the lens of Durkheim's sociological framework of social integration, we can comprehend the paramount significance of family support in the entrepreneurial journey. The family unit assumes a crucial role as a source of emotional, instrumental, and social capital support, nurturing the entrepreneur's psychological well-being, resilience, and furnishing them with indispensable resources for attaining entrepreneurial success. (Durkheim, 1897).

- **Financial support:**

The absence of financial support from Mrs. Chenniti's family accentuates the pivotal role of financial resources within the entrepreneurial landscape. The lack of familial financial assistance has not only shaped Mrs. Chenniti's entrepreneurial trajectory but has also influenced her decision-making process

in pursuing alternative means of funding. Within the realm of sociology, scholars like Max Weber have devoted attention to examining the impact of economic factors and the unequal distribution of resources on various aspects of society, including social stratification and the structures of opportunity (Weber, 1922).

In the context of entrepreneurship, financial resources play a vital role in enabling business development, supporting initial investments, covering production costs, and facilitating marketing endeavors. The availability or scarcity of financial support can significantly impact an entrepreneur's ability to establish and sustain their startup. Mrs. Chenniti's experience, wherein she did not receive financial support from her family, likely compelled her to seek alternative avenues for securing the necessary capital.

Drawing from Max Weber's sociological insights, we can comprehend the broader implications of economic factors on social stratification. Weber argued that the distribution of resources, including financial capital, influences the opportunities available to individuals within a society. The unequal distribution of resources can create disparities in access to entrepreneurial opportunities, hindering those without significant financial backing. The absence of family financial support in Mrs. Chenniti's case further exemplifies the way economic factors can shape the entrepreneurial landscape and contribute to social inequality.

In short, within the sociological context, the lack of financial support from the interviewee's family sheds light on the crucial role of financial resources in entrepreneurship. It underscores the influence of economic factors on social stratification and highlights the disparities that can arise in the distribution of resources. (Weber, M 1922)

- **State support:**

The interviewee's mention of benefiting from state grants to launch her startup underscores the active role played by the state in fostering and promoting entrepreneurship. State support encompasses a range of initiatives designed to facilitate entrepreneurial activities, including financial assistance, business development programs, tax incentives, and regulatory policies. From a sociological perspective, this highlights the interplay between the state, society, and the economy, with the state actively shaping and influencing the trajectory of both.

Drawing on Karl Marx's concepts, we can further analyze the relationship between the state, entrepreneurship, and societal development. Marx argued that the actions and policies of the state are driven by the interests of the ruling class, who wield significant economic power. In the context of entrepreneurship, state support can be seen as reflecting the interests of the ruling class, as it enables the consolidation and expansion of economic power. By providing financial resources and creating a conducive environment for startups, the state helps to set the economy on a positive trajectory, fostering growth and innovation.

Moreover, the state's role in supporting entrepreneurship extends beyond the immediate financial assistance provided to start-up founders. State interventions, such as business development programs and regulatory policies, shape social relations and opportunities within the entrepreneurial sphere. By establishing a supportive ecosystem for entrepreneurs, the state can create a conducive environment for collaboration, networking, and knowledge sharing, thereby catalyzing the growth of not only individual startups but also the broader entrepreneurial ecosystem.

The state's provision of financial resources to catapult the growth of start-up founders reflects its capacity to shape the overall direction of society and the economy. By actively supporting entrepreneurship, the state contributes to economic development, job creation, and social mobility. This aligns with the sociological concept of social change, where state interventions can influence the dynamics of social relations, economic structures, and opportunities, ultimately setting the society and the economy on a positive trajectory.

Examining the interviewee's reliance on state grants through a sociological lens allows us to understand the broader implications of state support for entrepreneurship. By considering Marx's insights into the influence of the ruling class and the state's role in shaping social relations and opportunities, we can appreciate how the state's provision of financial resources to start-up founders helps set society and the economy on a favorable path of growth and development.

In short, the analysis highlights the role of society in the launch of Mrs. Chenniti's startup. Family support, as emphasized by her husband, showcases the importance of close relationships in entrepreneurship. The absence of financial support from her family underscores the significance of financial resources in entrepreneurial pursuits. Additionally, the state's provision of grants reflects its

role in promoting entrepreneurship and setting society and the economy on a positive trajectory. Overall, this demonstrates how societal factors, including family, financial resources, and state interventions, shape the entrepreneurial journey.

**Interviewer) What role did the socio-cultural environment play in the perception and launch of your start up?**

*Interviewee) "My idea for a start-up was something taken from the culture of my Algeria. My father used to mix coal and olive pomace for heating the house. When I worked at a company in the olive oil department it dawned on me that I could use olive pomaces to make charcoal."*

The sociocultural environment played a significant role in the perception and launch of the startup idea described. By analyzing it we can identify several relevant factors.

- **Cultural Capital:**

In Mrs. Chenniti's case, her cultural capital, which encompasses the knowledge and skills individuals acquire through their cultural background, and her habitus, shaped by her upbringing in Algeria, played a significant role in her startup idea. Her familiarity with the practice of mixing coal and olive pomace for heating, stemming from her cultural background, provided the inspiration for her innovative thinking. Her habitus, comprising her dispositions and preferences influenced by her cultural capital, guided her perception of the potential uses of olive pomace and motivated her to pursue the startup opportunity. Thus, the concepts of cultural capital and habitus demonstrate how Mrs. Chenniti's cultural background influenced her entrepreneurial perception and actions. (Bourdieu (1986).

We can use collective memory to further comprehend the cultural capital of the interviewee. Maurice Halbwachs emphasized the role of collective memory in shaping individuals' understanding of the past and their cultural identities. Collective memory refers to the shared memories, narratives, and interpretations that exist within a community or society. It influences individuals' perceptions and actions by providing a framework through which they interpret and make sense of their experiences. Mrs. Chenniti's startup idea draws upon the collective

memory of the cultural practice of using coal and olive pomace for heating in Algeria. This collective memory shapes her understanding of the value and potential of utilizing olive pomace to make charcoal. (Halbwachs, M. (1992).

Mrs. Chenniti's interactions with her father and her work in the olive oil department connected her to relevant knowledge and resources within her social network, enabling the development of her startup idea. Mark Granovetter's theory of social network and embeddedness highlights the importance of social relationships and connections in shaping entrepreneurial opportunities. These relationships provided access to information, resources, and support that influenced her entrepreneurial activities. (Granovetter, M. (1985).

Mrs. Chenniti's startup idea can be seen as an example of cultural entrepreneurship, as she identified a cultural practice (the use of olive pomace) and transformed it into a viable business opportunity. Cultural entrepreneurship involves the creation and exploitation of opportunities arising from cultural resources. It emphasizes the utilization of cultural assets, practices, and symbols to create value and innovation. By leveraging her cultural capital and tapping into the cultural resources embedded within the Algerian socio-cultural environment, she developed a unique value proposition.

- **Symbolic Interactionism:**

In Mrs. Chenniti's case, symbolic interactionism, as developed by George Herbert Mead, highlights the influence of symbols, interactions, and cultural interpretations on her perception of the startup idea. Drawing upon Mead's theory, her experience with her father's practice of mixing coal and olive pomace created symbolic meaning and cultural significance within her social context. This interaction with the cultural practice shaped her understanding and interpretation of the entrepreneurial opportunity.

Within her social interactions and cultural milieu, she shared a common understanding of the symbolic meaning attached to this practice, which influenced her perception. Inspired by Mead's emphasis on the role of social interactions, her interactions within her cultural environment motivated her to explore the potential of utilizing olive pomace. Symbolic interactionism, rooted in Mead's work, underscores the dynamic relationship between the individual

and their cultural environment, revealing how symbols and interactions shape entrepreneurial perceptions and actions. (Mead, G. H. 1934)

- **Cultural Hegemony:**

The idea of utilizing olive pomace to make charcoal can indeed be seen as challenging dominant practices and norms. This perspective can be further analyzed through the concept of cultural hegemony proposed by Antonio Gramsci. Cultural hegemony refers to the dominance of certain cultural values, beliefs, and practices within a society, which exert control and influence over the behaviors, perceptions, and choices of individuals.

In the case of Mrs. Chenniti's startup idea, the conventional methods of heating, such as using coal or other energy sources, may be considered part of the dominant practices that align with the prevailing cultural hegemony. These established norms regarding energy sources have likely been shaped and reinforced by various social and economic forces over time. By introducing the innovative approach of using olive pomace to make charcoal, Mrs. Chenniti's startup idea challenges these dominant practices. It offers an alternative and potentially more sustainable solution for heating, deviating from the established norms and potentially disrupting the cultural hegemony associated with conventional energy sources.

This challenge to cultural hegemony can be understood as an act of resistance and an attempt to introduce a new perspective and practice within the broader societal context. It challenges the prevailing power structures and opens up possibilities for alternative energy solutions that align with different values and goals. The concept of cultural hegemony, as proposed by Gramsci, provides a framework to understand how dominant practices and norms influence individual behaviors and choices. It highlights the importance of recognizing and questioning these dominant cultural forces to foster innovation and change. (Gramsci, A. 1971). Laclau, (E., & Mouffe, C. (2001).

- **Diffusion of Innovations:**

The startup idea can be analyzed through the lens of Everett Rogers' theory of diffusion of innovations. The individual's realization, while working in the olive oil department, suggests a potential innovation that could spread within the

community or market. The success of the startup would depend on how well it can be communicated and adopted by others, taking into account factors such as compatibility with existing practices and social influence. Overall, the perception and launch of the startup idea were influenced by the individual's cultural background, their interaction with the socio-cultural environment, and the potential challenge it posed to established norms and practices. By applying sociological concepts and theories, we gain a deeper understanding of the sociocultural dynamics at play in the development of this particular startup.

**Interviewer) What are the personal traits unique to you that helped you to launch your project? "**

*Interviewee) "I have always been determined to be my own boss and not to work under the control of someone. that is why i work so hard to realize the potential of my start up to the fullest." replies the interviewee.*

The personal trait emphasized by the interviewee, namely their strong desire for autonomy and determination to be their own boss, can be analyzed through sociological concepts such as agency and the pursuit of self-determination. Agency, as discussed by Anthony Giddens, refers to the capacity of individuals to act and make choices that have an impact on their own lives and the surrounding social context. It encompasses the exercise of personal autonomy and decision-making based on individual values, aspirations, and goals (Giddens, 1984).

Moreover, the pursuit of self-determination aligns with sociological theories of empowerment and liberation. Scholars like Ralf Dahrendorf and Simone de Beauvoir have explored the importance of individuals breaking away from social constraints and asserting their autonomy. The interviewee's unwavering determination to fully realize the potential of their startup signifies a drive for personal and professional fulfillment, reflecting their pursuit of self-determination (Dahrendorf, 1988; de Beauvoir, 1949).

Sociological concepts shed light on the crucial role of agency and the pursuit of self-determination in individuals' lives. They underscore individuals' capacity to mold their own paths, challenge prevailing norms, and actively work towards their objectives. In the interviewee's case, these personal attributes contribute to their entrepreneurial spirit and motivate them to establish a successful startup. In short, the interviewee's resolute yearning for autonomy and their firm determination to become their own boss epitomize their agency and the pursuit



of self-determination. These concepts, as discussed by Giddens, Dahrendorf, and de Beauvoir, recognize the individual's ability to shape their life choices and navigate their entrepreneurial journey in accordance with their personal aspirations and values.

**Interviewer) Were you brought up in a family of entrepreneurs?**

*Interviewee) "Yes, my uncle is an industrialist in plastics, and my father worked with coal." replies Mrs Chenniti*

Growing up in a family of entrepreneurs has a significant impact on shaping Mrs. Chenniti's path as a start-up founder. Sociological concepts such as socialization, role models, and social capital can help us understand this influence.

Socialization refers to the process through which individuals acquire knowledge, values, and behaviors that are characteristic of a particular social group or environment. In the context of entrepreneurship, socialization within a family of entrepreneurs exposes Mrs. Chenniti to entrepreneurial values, mindsets, and behaviors from an early age. She has learnt about risk-taking, innovation, and the drive for autonomy and success through observation and interaction with her entrepreneurial family members. (Bandura, 2001).

Role models play a crucial role in shaping individuals' aspirations and career choices. Having family members who are successful entrepreneurs, such as her uncle who works in plastics and her father in the coal industry, serves as powerful role models for Mrs. Chenniti. She said that observing their achievements, work ethic, and business practices has inspired and motivated her to follow her path as an entrepreneur. (Eisenhardt, 1989).

Social capital, as discussed by Bourdieu, refers to the resources, connections, and networks that individuals possess. Growing up in an entrepreneurial family provides Mrs. Chenniti with access to valuable social capital in the form of guidance and orientation in which she receives from her relatives. The family network and connections offer her opportunities for mentorship, advice, and access to business resources. This social capital significantly influences her entrepreneurial path, providing her with a supportive network and potential business partnerships. (Bourdieu 1986)

**Interviewer) Seeing that Algeria is a patriarchal society, does being a woman affect the way you handle your start up?**

*Interviewee) " yes of course, i have a lot of responsibilities and i have to balance between family and work which is not easy. Fortunately, my husband is a very comprehensive man so he helps me with some of the duties, but he has a job too so it is all complicated but i keep pushing." replies Mrs Chenniti.*

Mrs. Chenniti's response highlights the challenges she faces as a woman entrepreneur in a patriarchal society of Algeria. Concepts such as gender roles, gendered division of labor, and intersectionality can help us to analyze the impact of gender on her business experience.

In patriarchal societies such as Algeria, gender roles are social constructs that prescribe normative expectations and behavioral patterns based on an individual's gender. These roles create a gendered division of labor, wherein women are assigned the primary responsibility for domestic and caregiving tasks, while men are expected to engage in paid work outside the home. Mrs. Chenniti's recognition of the need to balance family and work responsibilities underscores the influence of gender roles on her business management. As a woman entrepreneur, she is navigating the expectations imposed by societal norms, which often prioritize the domestic sphere for women and limit their access to resources and opportunities in the business world. (Connell, 2012).

The gendered division of labor perpetuated by patriarchal societies assigns women the role of maintaining the household and caring for family members. This arrangement restricts women's ability to fully dedicate themselves to their entrepreneurial pursuits, as they are expected to prioritize their family duties. Mrs. Chenniti's experience of juggling multiple responsibilities exemplifies the challenges women face in reconciling their entrepreneurial ambitions with societal expectations. The impact of gender roles is evident in the complexities she encounters in managing both her business and familial obligations, highlighting the need for a more equitable distribution of labor and a reevaluation of traditional gender norms (Connell, 2012).

Intersectionality, as conceptualized by Kimberlé Crenshaw, acknowledges that individuals' experiences are not shaped solely by their gender but also by the intersecting dimensions of social identity, including race, class, and other factors. In the case of Mrs. Chenniti, being a woman entrepreneur in a patriarchal society like Algeria, her experiences are influenced not only by her gender but also by

the cultural context in which she operates. The intersectionality of her gender and cultural context compounds the challenges she faces, adding complexity to her ability to balance work and family responsibilities (Crenshaw, 1991).

Mrs. Chenniti's position as a woman entrepreneur intersects with the patriarchal norms and expectations embedded within Algerian society. These norms impose additional constraints on her entrepreneurial journey, as she navigates not only the gendered division of labor but also the cultural expectations placed upon women. The intersection of her gender and cultural context results in limited access to resources, networks, and opportunities, as well as increased scrutiny and pressure to conform to traditional gender roles. Thus, the concept of intersectionality sheds light on how Mrs. Chenniti's experiences as a woman entrepreneur are shaped by the combined influences of gender and cultural factors, further impacting her work-life balance and overall entrepreneurial trajectory (Crenshaw, 1991).

Additionally, Mrs. Chenniti's mention of her husband's support and understanding underscores the significance of family dynamics in shaping her business experience. By actively participating in sharing domestic responsibilities, Mrs. Chenniti's husband challenges traditional gender roles and contributes to a more equitable distribution of labor within the household. This support from her spouse alleviates some of the burdens associated with balancing work and family responsibilities, enabling Mrs. Chenniti to pursue her entrepreneurial aspirations more effectively. The involvement of her husband in challenging traditional gender norms reflects the potential for transformative family dynamics that can facilitate women's entrepreneurial endeavors. (Blair-Loy, 2003).

Research by Blair-Loy emphasizes the importance of supportive family networks in empowering women entrepreneurs. When spouses and family members recognize and actively support women's professional ambitions, it can mitigate some of the challenges posed by patriarchal norms. In the case of Mrs. Chenniti, her husband's understanding and assistance enable her to navigate the complexities of running a business while managing family obligations. This highlights the significance of familial relationships and the potential for renegotiating traditional gender roles within the family unit to create an environment conducive to women's entrepreneurial success.

Overall, Mrs. Chenniti's discourse reveals the ways in which being a woman entrepreneur in a patriarchal society affects her business management and work-

life balance. The analysis done using concepts such as gender roles, intersectionality, and family dynamics provided insights into the complexities she faces as she navigates societal expectations and strives for success in her entrepreneurial endeavors.

**Interviewer) "In your opinion, does the Algerian society promote entrepreneurship? "**

*Interviewee) "Algeria is not yet fully developed in terms of entrepreneurship and start up promotion. Firstly, there is the problem of bureaucracy that delays paperwork processes. For example, I have to keep fighting and pushing with the administrations to get legal papers for operating my start up. I applied for my operating license at the Institut National Algérien de la Propriété Industrielle (INAPI) in 2018 and I got it after 2 years of waiting. I had to wait because without the licence I cannot secure funding from financial institutions."*

- **Bureaucracy:**

The interviewee mentions the problem of bureaucracy in Algeria, which can be understood through the lens of Max Weber's concept of bureaucracy. Weber, in his work "Economy and Society," defined bureaucracy as a formalized and hierarchical system of administration characterized by rules, regulations, and red tape.

The issue of bureaucracy in Algeria, as explained through Max Weber's concept of bureaucracy, has indeed had an impact on the progress and development of the startup culture in the country. Bureaucracy refers to a system of governance characterized by formalized rules, regulations, and hierarchical structures that often lead to excessive red tape and inefficiencies (Weber, 1978).

In the context of Algeria, bureaucratic obstacles hinder the growth and success of startup ventures in several ways. Firstly, the extensive regulations and procedures imposed by bureaucratic systems can create significant barriers to entry for aspiring entrepreneurs. Startups often require agility and flexibility to respond to market demands and quickly adapt their business models. However, bureaucratic hurdles such as complex licensing procedures and lengthy bureaucratic processes can stifle innovation and discourage potential entrepreneurs from pursuing their ideas.

Furthermore, the bureaucratic nature of administrative systems tends to prioritize stability and conformity over risk-taking and experimentation. Startups thrive on creativity, innovation, and the ability to take calculated risks. However, the rigid rules and standardized procedures inherent in bureaucracies can discourage entrepreneurial initiatives by limiting the autonomy and decision-making power of individuals. This lack of flexibility impedes the growth and development of startup culture in Algeria.

The bureaucratic barriers faced by startups in Algeria can be analyzed through concepts such as institutional isomorphism and path dependence. Institutional isomorphism refers to the tendency of organizations to adopt similar structures and practices due to pressures from societal expectations and established norms. In the Algerian context, according to the interviewee, bureaucratic structures have become deeply ingrained, making it challenging to introduce alternative administrative models that are better suited for fostering a vibrant startup culture. (DiMaggio & Powell, 1983).

Path dependence refers to the idea that historical legacies and past decisions shape the current trajectory of a system. In the case of Algeria, a history of bureaucratic governance has created a path-dependent system that perpetuates the status quo. Overcoming this path dependence requires significant institutional and cultural changes that prioritize flexibility, innovation, and entrepreneurship (North, 1990).

To address the challenges posed by bureaucracy, Algeria needs to undertake comprehensive administrative reforms that streamline processes, reduce red tape, and promote a more conducive environment for startups. This includes simplifying licensing procedures, enhancing transparency, and implementing anti-corruption measures.

- **Legal framework:**

The interviewee highlights the challenges related to the legal framework in Algeria, which shapes the environment for entrepreneurship. The legal framework is very complicated in Algeria. Furthermore, the resource dependence theory, developed by Pfeffer and Salancik, can shed light on the bureaucratic delays experienced by startups. According to this theory, organizations depend on external resources, such as permits and licenses, for their survival and growth. However, the acquisition of these resources is subject

to the control and discretion of external factors, such as government agencies. The delays in paperwork processes can be attributed to the limited resources and capacities of these agencies, leading to bottlenecks and inefficiencies in the provision of necessary permits and licenses. As such, delaying the take-off of a start-up. (Pfeffer and Salancik (1978)

To address the challenges associated with bureaucratic delays in paperwork processes, Algeria could consider implementing administrative reforms. These reforms should focus on streamlining procedures and enhancing the efficiency of the legal framework for startups. It is essential to strike a balance between regulatory oversight and facilitating a conducive environment for entrepreneurship. Additionally, investing in digitalization and online platforms for administrative processes can help expedite paperwork and reduce bureaucratic delays.

*“Algeria’s situation favors working informally I swear i would make more money if i do the same activities of my start up, just in an informal way in the informal sector. explains Mrs Chenniti. expand to show that the hurdles faced by budding entrepreneurs in Algeria are indirectly favoring the growth of the informal sector”*

Mrs. Chenniti's statement highlights the perception that working informally in Algeria can potentially yield higher financial returns compared to operating a formal start-up. She attributes this to various hurdles faced by budding entrepreneurs in the country, which indirectly favor the growth of the informal sector. Here are some factors that contribute to this phenomenon according to her;

In some cases, cultural attitudes and social norms in Algeria contribute to a preference for informal work. Informal activities, such as street vending or small-scale services, are often viewed as more socially acceptable or culturally familiar. This can influence individuals' choices to engage in informal work rather than pursuing formal entrepreneurship.

Also, Algeria's regulatory framework for starting and operating a formal business is be burdensome and time-consuming. Entrepreneurs often encounter bureaucratic hurdles, lengthy procedures, and excessive paperwork, which can deter them from pursuing formal avenues. In contrast, the informal sector offers a more straightforward and flexible operating environment, allowing individuals to bypass complex regulations.

**Interviewer "What should be done to improve the entrepreneurial situation in Algeria?"**

*Interviewee) " Algeria gained interest in start-ups very late and should therefore copy and take lessons from other countries even its neighbors like Tunisia and Morocco who have a better start up scene than Algeria "*

The interviewee's response highlights the need for Algeria to improve its entrepreneurial situation by learning from other countries, particularly its neighboring countries like Tunisia and Morocco. This statement can be analyzed using concepts from social sciences such as diffusion of innovation and knowledge transfer.

- **Diffusion of Innovation:**

This concept suggests that the adoption and spread of innovations, in this case, a thriving startup scene, can be influenced by various factors. Algeria's late interest in startups can be seen as a result of a slower diffusion of entrepreneurial culture and practices within the country. The neighboring countries mentioned, Tunisia and Morocco, may have experienced earlier adoption and diffusion of entrepreneurial activities, leading to a more developed startup scene (Rogers, 2003).

- **Knowledge Transfer:**

Knowledge transfer refers to the exchange and dissemination of information, skills, and experiences between individuals, organizations, or countries. In this context, the interviewee suggests that Algeria should learn from the experiences and best practices of other countries to enhance its entrepreneurial ecosystem. By examining the successful strategies implemented in Tunisia and Morocco, Algeria can identify effective policies, support mechanisms, and cultural factors that have contributed to the growth of their startup scenes (Lundvall, 1992).

**Subjectivity in Context: Unveiling Perspectives**

Our findings reveal that Algeria, as a nation, possesses substantial reservoirs of cultural and social capital, which hold considerable potential for the advancement of the start-up ecosystem. Notably, Algeria stands as the fourth

largest economy in Africa, positioned at 88th globally in terms of its education system's quality, and boasting an adult literacy rate of 81.41% as reported by the World Bank in 2018. These indicators highlight the presence of a robust human resource base characterized by proficient skills and substantial financial capital, indicative of the nation's untapped entrepreneurial potential.

However, despite these favorable conditions, minimal strides have been taken to foster the development of start-ups within Algeria. While the responsibility lies with individuals to tap into this potential, it becomes essential for the state to assume a more proactive role in raising awareness among the youth regarding these opportune prospects. By cultivating an entrepreneurial spirit, the state can contribute to the emergence of a thriving start-up culture within the Algerian society. This approach is particularly crucial given Algeria's recent surge of interest in the start-up economy.

Moreover, Algeria's rich and diverse cultural heritage serves as a wellspring of inspiration for start-up ideas, as exemplified by our interviewee, Mrs. Chenniti, who drew upon her socio-historical background to shape her entrepreneurial venture. This illustrates the abundance of opportunities for start-up growth and the development of entrepreneurial endeavors within the Algerian context. Algeria possesses a wealth of cultural heritage that can serve as a catalyst for entrepreneurial spirit and innovation. By tapping into its rich history, traditions, arts, and crafts, Algeria has the potential to create a unique and vibrant start-up ecosystem that blends cultural authenticity with modern innovation.

Drawing inspiration from cultural heritage can fuel the creation of businesses that not only generate economic growth but also preserve and celebrate Algeria's distinct identity. We suggest entrepreneurs to explore opportunities within traditional industries, such as handicrafts and cuisine infusing them with innovative approaches and technologies. This fusion of heritage and innovation can result in products and services that captivate both local and international markets.

Moreover, the integration of cultural heritage into the start-up ecosystem fosters a sense of pride and ownership among Algerian entrepreneurs. It encourages them to showcase their cultural roots and contribute to the preservation and revitalization of Algeria's cultural legacy. By highlighting the unique aspects of Algerian culture, start-ups can differentiate themselves, attracting attention, investment, and partnerships.



To unlock the full potential of cultural heritage and innovation, support systems should be established to assist entrepreneurs in navigating the challenges and opportunities associated with this approach. This includes providing access to funding, mentorship programs, and business development resources tailored to the specific needs of cultural start-ups. By harnessing its cultural heritage and fostering an environment that nurtures innovation, Algeria can position itself as a hub of entrepreneurial activity. This not only promotes economic growth and job creation but also reinforces national pride, preserves cultural traditions, and strengthens Algeria's global reputation as a center of cultural and entrepreneurial excellence.

Additionally, collaboration between state institutions, educational institutions, and cultural organizations can facilitate knowledge sharing, skill development, and the creation of supportive networks. For example, budding entrepreneurs at the University can be made to interact with start-up founders who are already in the field, to facilitate skills and knowledge transfer between the new and the old.

Moreover, establishing mentorship programs that connect experienced entrepreneurs with aspiring ones can further enhance the support network available to budding entrepreneurs. Mentors can share their knowledge, experiences, and practical advice, guiding the next generation of entrepreneurs towards success. The mentor-mentee relationship not only offers valuable insights and guidance but also fosters a sense of belonging and community within the entrepreneurial ecosystem. By showcasing entrepreneurs as role models and providing mentorship opportunities, Algeria can nurture a new generation of motivated and empowered individuals who are ready to embrace entrepreneurship and drive the country's socio-economic growth forward.

Recognizing the achievements and contributions of successful Algerian entrepreneurs is essential in cultivating an entrepreneurial culture and inspiring the younger generation. By shining a spotlight on these individuals through targeted media campaigns and public recognition, they can be elevated as heroes within society. Their stories of innovation, resilience, and success serve as powerful narratives that ignite inspiration and aspiration among the youth, compelling them to embark on their entrepreneurial journeys.

During our research we gain a deeper understanding of Algeria's cultural and social capital, enabling us to recognize the vast untapped potential awaiting exploration and exploitation within the realm of entrepreneurship. Consequently, it is becoming increasingly imperative for the state to undertake

strategic initiatives aimed at nurturing an entrepreneurial mindset among the youth, while simultaneously leveraging the nation's rich cultural heritage as a source of inspiration for start-up endeavors. Such concerted efforts will foster an ecosystem conducive to start-up growth and entrepreneurial development in Algeria.

During our research we found that the major problem facing budding entrepreneurs is bureaucracy. It is indeed frustrating, at least according to the experience of our interviewee. Also, the start-up data we found at the CNRC and the one we found at La Wilaya during our pre-survey was different, despite all the ups and downs we had to endure in order to obtain that data. That raises questions as to whether these institutions work in the same interest or not. The state should be more flexible in its regulatory offices.

The government can strike a balance between regulation and entrepreneurship growth by reviewing the support and policy framework. The state should create an enabling environment for entrepreneurship by implementing supportive policies, reducing bureaucratic hurdles, and providing incentives for start-up formation and growth. This can include tax incentives, simplified regulatory processes, and targeted entrepreneurship support programs.

In addition, enhancing the interaction of state institutions can serve as an effective strategy for addressing bureaucratic challenges. By streamlining communication and coordination processes, state institutions can promote efficiency, transparency, and responsiveness. Implementing technology-driven solutions, such as digital platforms for information sharing and streamlined procedures, can reduce bureaucratic bottlenecks and enhance collaboration among different departments.

Additionally, fostering a culture of cooperation, knowledge sharing, and cross-departmental collaboration within state institutions can contribute to more effective problem-solving and decision-making. By prioritizing effective interaction, state institutions can mitigate bureaucracy and create a more conducive environment for entrepreneurship and innovation to thrive.

On another note, the Algerian society is making strides in creating equal opportunities for men and women in entrepreneurship, as evidenced by our female interviewee's participation. Policies, awareness campaigns, and support networks have contributed to this positive change. However, further action is needed to ensure full gender equality. Algeria should focus on expanding access

to resources, promoting gender-responsive policies, and strengthening support mechanisms. Embracing diversity and fostering inclusivity will lead to a thriving entrepreneurial ecosystem and overall societal prosperity.

Algeria's state has taken commendable steps in recognizing the significance of financial resources for start-up development. By establishing funding initiatives through its financial institutions, the state has displayed its commitment to nurturing a thriving start-up ecosystem. These resources play a vital role in alleviating the financial barriers faced by young entrepreneurs, enabling them to transform innovative ideas into viable businesses, generate employment opportunities, and contribute to the nation's economic growth.

However, it is essential to address the bureaucratic challenges and excessive paperwork that hinder entrepreneurs from accessing these resources efficiently. For example, our interviewee had to wait for her business's legal papers for two years without which she could not access funding. Therefore, streamlining and revising administrative procedures associated with funding applications and disbursements can significantly enhance accessibility and reduce the time and effort required for entrepreneurs to obtain financial support.

By simplifying the process and implementing digital platforms for applications and approvals, the state can expedite the flow of funds, foster a more efficient system, and create an environment conducive to start-up growth and success. Therefore, we encourage the state to continue providing financial support for start-ups while simultaneously working towards simplifying bureaucratic procedures, thus empowering aspiring entrepreneurs and fostering an environment that stimulates Algeria's entrepreneurial spirit.

To cultivate an entrepreneurial spirit among the youth in Algeria, a comprehensive approach must be adopted, encompassing various initiatives and strategies. Here are some suggestions to foster an environment conducive to entrepreneurial development.

Implementing entrepreneurship education programs within the formal education system can play a pivotal role in instilling an entrepreneurial mindset from an early age. This entails integrating entrepreneurship courses, workshops, and practical experiences into school curricula, enabling students to acquire essential skills such as creativity, critical thinking, problem-solving, and business acumen from as early as primary school.

While incubators and accelerators exist, more needs to be done, establishing and supporting start-up incubators and accelerators can provide aspiring entrepreneurs with the necessary resources, mentorship, and networking opportunities to transform their ideas into viable businesses. These hubs can serve as innovation ecosystems, fostering collaboration, knowledge exchange, and entrepreneurial support networks.

By implementing these suggestions, Algeria can effectively cultivate an entrepreneurial spirit among its youth, harnessing the untapped potential within its cultural and social capital. This will not only foster the growth of start-ups but also contribute to economic diversification, job creation, and sustainable development in the country.

### **Chapter summary**

The focus is on Algeria's untapped entrepreneurial potential and the efforts required to foster a thriving start-up ecosystem in the country. The chapter highlighted the substantial cultural and social capital present in Algeria, which provides a strong foundation for start-up development. However, it also emphasizes the minimal strides taken thus far to harness this potential.

To unlock Algeria's entrepreneurial prowess, the state is urged to play a proactive role in raising awareness among the youth and cultivating an entrepreneurial spirit. The rich cultural heritage of Algeria is identified as a catalyst for innovation, with the blending of tradition and modern approaches offering unique opportunities for start-up growth. Support systems, including funding initiatives, mentorship programs, and tailored resources for cultural start-ups, need to be established to assist entrepreneurs in navigating challenges and seizing opportunities.

Collaboration between state institutions, educational establishments, and cultural organizations is deemed crucial for knowledge sharing, skill development, and the creation of supportive networks. The chapter emphasizes the need to address bureaucratic hurdles that hinder entrepreneurial progress, suggesting streamlining processes and reducing administrative complexities.

The interview with Mrs. Chenniti, a successful Algerian entrepreneur, provides firsthand insights into the motivations, background, and experiences of launching a start-up in Algeria. Her story showcases the impact of social norms, values, and family support on her entrepreneurial journey. Mrs. Chenniti's

venture, which focuses on converting olive pomace into charcoal, reflects her commitment to social responsibility and environmental preservation. The chapter acknowledges the challenges faced by women in a patriarchal society but highlights the determination and desire for autonomy that drive female entrepreneurs like Mrs. Chenniti. It emphasizes the importance of supportive environments and the need to balance business and family responsibilities.

Mrs. Chenniti also sheds light on the current state of entrepreneurship in Algeria, emphasizing the need to address bureaucratic challenges and learn from neighboring countries' experiences to foster a more developed start-up ecosystem. Overall, this chapter underscores the need for Algeria to tap into its cultural and social capital, address bureaucratic challenges, promote equal opportunities, and establish a supportive environment for entrepreneurship. By doing so, Algeria can unleash its entrepreneurial potential, contribute to economic growth, preserve its cultural heritage, and empower a new generation of motivated individuals driving the country's socio-economic progress forward.

## **RESULTS OF THE RESEARCH**

## Chapter 5

### Analysis of the Hypotheses.

This chapter mostly consists of a presentation and analysis of the findings related to our hypotheses. We start by describing the goals and anticipated results of each hypothesis and provide a succinct explanation of their importance. Then, we show the outcome we've had. We will analyze the findings of the two hypotheses using a wholistic approach as our study population consisted of just one individual.

#### Hypothesis 1

- The decision to establish a start-up is primarily driven by the desire for self-employment.

#### Objective

- To investigate the primary motivation behind individuals choosing entrepreneurship as a means of self-employment.

#### Expected Outcome

- The hypothesis suggests that self-employment desire is a significant factor in the decision to create a start-up. The expected outcome is to provide insights into the role of autonomy, control, and shaping one's professional path as motivations for start-up creation.

#### Significance

- Understanding the desire for self-employment as a driving force behind start-up creation is valuable for policymakers, support programs, and aspiring entrepreneurs. It highlights the importance of providing an environment that encourages and supports self-employment opportunities.

#### Hypothesis 2

- The decision to establish a start-up is primarily influenced by the entrepreneurial mindset and motivations.

#### Objective

- To explore the influence of entrepreneurial mindset and motivations on the decision to become an entrepreneur.

### Expected Outcome

- The hypothesis suggests that individuals with specific traits, such as risk-taking propensity, innovation orientation, and achievement orientation, are more likely to choose entrepreneurship and start their own ventures. The expected outcome is to gain insights into the role of mindset and motivations in entrepreneurial decision-making.

### Significance

- Understanding the influence of entrepreneurial mindset and motivations provides valuable knowledge for fostering entrepreneurship. It helps identify individuals who are more inclined to engage in entrepreneurial activities and informs the development of support systems, educational programs, and policies that nurture and promote an entrepreneurial culture.

The interviewee's narrative reveals her strong aspiration to establish "something of her own," reflecting a desire for autonomy and independence. This aligns directly with the objectives of the first hypothesis, which aims to investigate the primary motivation behind individuals choosing entrepreneurship for self-employment. The expected outcome of this hypothesis is to gain insights into the significance of autonomy, control, and the ability to shape one's professional path as key drivers for start-up creation.

In the interviewee's case, her expressed intention to improve her financial situation, coupled with the desire to have ownership over her work, further confirms the alignment with the first hypothesis. Her decision to become an entrepreneur reflects the pursuit of self-employment and the associated independence she seeks. By linking the interviewee's narrative to the first hypothesis, we can see how her motivations and aspirations resonate with the expected outcome of understanding the desire for self-employment as a driving force behind start-up creation. This analysis highlights the significance of autonomy and independence within the entrepreneurial context and supports the objective of gaining insights into the primary motivations for individuals choosing to establish start-ups.

The interviewee's narrative, focusing on the desire for autonomy and self-employment to improve her financial situation, does not directly align with the objectives and expected outcomes of the second hypothesis. The second hypothesis aims to explore the influence of an entrepreneurial mindset and



motivations on the decision to become an entrepreneur. While the interviewee expresses a desire to be an entrepreneur, her main motivations revolve around personal financial improvement and the desire for autonomy, rather than the specific entrepreneurial traits and attitudes emphasized in the second hypothesis.

The expected outcome of the second hypothesis is to gain insights into traits like risk-taking propensity, innovation orientation, and achievement orientation as driving factors behind entrepreneurship. However, the interviewee's narrative does not provide explicit indications of these entrepreneurial motivations, focusing more on personal circumstances and the desire for self-employment. Therefore, the interviewee's case does not strongly connect with the objectives and expected outcomes of the second hypothesis, emphasizing the importance of entrepreneurial mindset and motivations.

Based on the analysis of the hypotheses in relation to the problematic, it is evident that the first hypothesis aligns well with the interviewee's narrative and motivations. The interviewee's expressed desire for self-employment, autonomy, and the creation of "something of her own" strongly corresponds to the objectives and expected outcomes of the first hypothesis. Her decision to establish a start-up to improve her financial situation reflects the desire for self-employment and independence, emphasizing the significance of the first hypothesis within the research context.

However, it should be noted that the second hypothesis, which focuses on the influence of an entrepreneurial mindset and motivations, does not strongly connect with the interviewee's narrative. While her aspirations align with the first hypothesis, her motivations do not directly reflect the specific entrepreneurial traits and attitudes emphasized in the second hypothesis. The small study population and the particular research situation may be to blame for the inability to validate the second hypothesis. As there was only one interviewee in the sample, it is difficult to extrapolate the results to a larger population. It is important to admit that the second hypothesis' applicability in the current study is debatable, leaving room for further research using a bigger and more varied sample population.

In conclusion, the first hypothesis is strongly supported by the interviewee's account and is consistent with the goals and anticipated results of the study. Although it is not directly applicable in this study, the second hypothesis is not

completely refuted and should instead be explored further in other studies using a more diverse population.

### **Chapter Summary**

In this chapter, we presented and analyzed the results derived from our hypotheses, focusing on the objectives and expected outcomes of each hypothesis. The first hypothesis, which explores the desire for self-employment as a primary motivation for start-up creation, aligned well with the interviewee's narrative and motivations. Her expressed aspirations for autonomy, independence, and the creation of "something of her own" directly corresponded to the objectives and expected outcomes of the first hypothesis. This analysis emphasized the significance of autonomy and self-employment desire within the entrepreneurial context.

On the other hand, the second hypothesis, which investigates the influence of an entrepreneurial mindset and motivations, did not strongly connect with the interviewee's narrative. While she expressed a desire to be an entrepreneur, her motivations primarily revolved around personal financial improvement and autonomy, rather than the specific entrepreneurial traits emphasized in the second hypothesis.

The limitations of the study population, consisting of a single interviewee, prevented a comprehensive validation of the second hypothesis. Generalizing the findings to a broader population became challenging. Therefore, the validity of the second hypothesis within the current research remained inconclusive, suggesting the need for future investigations with a larger and more diverse sample.

In short, the results of the analysis supported the first hypothesis, highlighting the significance of self-employment desire as a driving force behind start-up creation. The second hypothesis, while not strongly applicable in this study, calls for further exploration in future research endeavors. Overall, the chapter provided valuable insights into the motivations and aspirations of entrepreneurs, contributing to a deeper understanding of the social and cultural dimensions of start-ups and self-employment.

## **CONCLUSION**

### Conclusion

In our research, we discovered that start-up founders embark on their entrepreneurial ventures as individuals seeking to improve their lives. They perceive start-ups as offering financial benefits and the ability to control their own path, thus fulfilling their desire for self-employment and self-improvement. Our analysis led us to conclude that the foundation of a start-up is primarily driven by the desire for self-employment and self-improvement in general.

However, it is important to realize that the other side of our central question, whether startup founding is the result of entrepreneurial activities, remains unanswered. Due to the limitations of our study, which included only one case study, we were unable to draw a definitive conclusion on this aspect. Therefore, we believe it is crucial that future researchers continue to explore this question.

By conducting more studies with a larger and more diverse sample, researchers can shed more light on whether a startup is indeed the result of entrepreneurial efforts. This ongoing research will contribute to a deeper understanding of the complex factors that influence individuals to create startups.

Our research highlights the significance of the desire for self-employment and self-improvement as motivations behind start-up creation. However, we acknowledge the need for future researchers to carry on with the same question, as the other side of our central question remains unanswered. With a broader research scope, future studies will provide a more comprehensive understanding of the relationship between start-up foundation and entrepreneurial pursuits.

We have highlighted the paradigm shift we initiated in the study of entrepreneurship. Through our work, we successfully challenged deterministic approaches rooted in economic and geographical perspectives and introduced a fresh and alternative lens to understand the dynamic nature of startups.

We shed light on the interaction between social, cultural, and contextual aspects in influencing the results of startups by highlighting the agency and entrepreneurial acts of individuals and communities. In order to provide a more thorough understanding of the startup ecosystem and open the door for a more complex analysis, our research went beyond conventional determinism.

The significance of our research lies in the contribution we made to the broader field of sociology of entrepreneurship in Algeria. By exploring an under addressed theme in a novel and distinct manner, we challenged existing paradigms and expanded the boundaries of sociological inquiry. Our work opened up avenues

for interdisciplinary collaboration the social, the economic and the geographic, enriching the intellectual landscape and facilitating a more comprehensive understanding of sociological dynamics.

Undertaking this research journey also equipped us with invaluable skills and competencies essential for future pursuits. We developed the ability to critically analyze sociological data, apply theoretical frameworks, and employ rigorous research methodologies. These experiences have deepened our engagement with sociology and prepared us for the challenges of future research positions.

Furthermore, our research endeavors have a practical dimension. We aim to inform governmental and responsible authorities about the social realities faced by startup founders. By advocating for a more progressive environment that supports the growth and success of startups, we seek to influence policy formation and create a more favorable ecosystem that nurtures innovation.

Despite the challenges faced during our research, such as limited participant availability and time constraints, we recognize that our work serves as a catalyst for future investigations. By shedding light on overlooked aspects of social phenomena and unearthing unexplored social inquiries, our research contributes to the advancement of sociological knowledge and sets the stage for comprehensive studies of the startup ecosystem in Algeria.

In conclusion, our memoir reflects on the transformative impact of our research, challenging deterministic approaches, broadening the scope of inquiry, and providing fresh insights into the entrepreneurial process. Through our work, we have not only expanded the boundaries of sociological knowledge but also paved the way for future investigations and policy developments that foster a supportive environment for startups.

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## **Annex**

## Interview guide

1- What prompted you to want to launch your start up?

- Is it the need to offer yourself employment?
- Is it the desire to become an entrepreneur?
- Is it the seizure of an economic opportunity?

2- What is your level of education and professional experience?

- What is its impact on your path as a start-up founder?

3- What is the impact of social norms and values on the design and launch of your project and also on the management of your company?

4- How can you explain the role that the society played in the launch of your start up?

- Family support.
- Financial support.
- State support.

5- What role did the socio-cultural environment play in the perception and launch of your start up?

6- What are the personal traits unique to you that helped you to launch your project?

7- were you brought up in a family of entrepreneurs?

8 – Seeing that Algeria is a patriarchal society, does being a woman affect the way you handle your business?

8 - In your opinion, does the Algerian society promote entrepreneurship?

9 -What should be done to improve the entrepreneurial situation in Algeria?

For the presentation of the organization:

- A- The name and address of the startup?      B- Name of the project leader?
- C- Status of the project bearer (Marriage/ Children)?
- D- Status activity?      E- Number of employees?

Abreviation CNRC = Centre National de Registre de Commerce

## Presentation of the start-up OLIVAGRI

Company name	Sarl olivagri
Address	Larabaa Takdimt Boudjlil
Activity	Value addition and transformation of olive
Year of establishment	2018
Number of employees	N/A
Owner and founder Gender	Mrs Chenniti Female
Family status	Married with children and a spouse
Level of education and work experience	Masters in chemical engineering and a course in informatics. Seven years of work experience.

## Presentation of our study population below



LISTE DES START UP ET PROJET INNOVANTS

N°	Nom prenom / Raison sociale	Start up	Incubateur	Projet Innovant	Activité	adresse	Email/ telephone
1	Mme Chenniti	SU			Transformation de grignon d'olive		0559694770
2	Brahim Mourad	SU					mourad.brahmi@felatec.com 05 58 57 19 30
3	FACI Zahir			PI	Fabrication radiateur a gaz	Draa el kaid kheratta	<a href="mailto:faci.zahir@gmail.com">faci.zahir@gmail.com</a> 06 62 32 16 62/05 40 45 49 02
4	MAMMASSE Samir/WADIFNY	SU			Service consulting/transport/merchandise Agence de communication et de publicité	99 Krim belkacem cité remla ighil ouazoug bejaia	mammassesamir@hotmail.com 07 78 51 77 96 /034 17 28 49 5
5	6 SARL BIO BEES PRO	SU			Fabrication aliments pour abeilles	tala oureyane Béjaia	<a href="mailto:etablissementbiopro@mail.com">etablissementbiopro@mail.com</a> 07 92 21 67 85/ 06 63 97 61 54 /07 78 73 41 66
6	EURL DG MACHINE	SU			Fabrication machine soudeuse PVC	Tasslente, Merd ouamene	<a href="mailto:dgmachine21@gmail.com">dgmachine21@gmail.com</a> 0561 23 44 41
7	BEJAIA GUIDE DE POCHE	SU			plateforme interactive digitale, conçu dans le but de promouvoir la destination à Bejaia et faciliter le séjour des visiteurs	Lotissement Bouali N°87, Béjaia 06000	contact@bejaia- guidepoche.com 0551 99 07 00



## Abstract

Interest in start-ups as a driver for socio-economic change is gaining momentum in Algeria, yet there is lack of attention to the social underpinnings of start-up founder's motivations for undertaking such risky endeavors. This research addresses that with the key purpose of gathering and contributing information for the betterment of the nascent Algerian start-up environment, with a particular focus on the intersections of self-employment and entrepreneurship and their implications on the society. With the use of interviews, this research analyzed the narratives of start-up founders with the purpose of dissecting start up founder's motivations into either a search for self-employment or an entrepreneurial pursuit. The result is that desire to better one's financial and social position is a primary motivator for the formation of start-ups rather than mere entrepreneurial pursuits. Nevertheless, our limited and inaccessible study population made the research complicated leading to a partially accurate conclusion. To improve the research, a larger and more diverse sample of start-up founders needs to be interviewed to provide a more comprehensive understanding of their motivations. The study revealed that Algeria's start-up economy has unquestionable development potential as an attractive environment for start-ups. Problems also persist, such as building a more suitable economic environment to support start-up retention, solutions include learning from more advanced societies to shorten the learning curve.

**Key Words:** Start-ups, Socio-economic change, Self-employment, Entrepreneurship, Start-up founders

## Résumé

L'intérêt pour les start-ups en tant que moteur de changement socio-économique gagne du terrain en Algérie, mais il existe un manque d'attention porté aux fondements sociaux des motivations des fondateurs de start-ups à entreprendre des projets risqués. Cette recherche aborde cette problématique dans le but principal de recueillir et de contribuer à l'amélioration de l'environnement des start-ups algériennes émergentes, en mettant particulièrement l'accent sur les intersections de l'auto-emploi et de l'entrepreneuriat et leurs implications sur la société. À l'aide d'entretiens, cette recherche a analysé les récits des fondateurs de start-ups dans le but de disséquer les motivations des fondateurs de start-ups en une recherche d'auto-emploi ou une poursuite entrepreneuriale. Les résultats indiquent que le désir d'améliorer sa position financière et sociale est un moteur principal de la création de start-ups, plutôt que de simples poursuites entrepreneuriales. Néanmoins, notre population d'étude limitée et inaccessible a rendu la recherche complexe, conduisant à une conclusion partiellement précise. Pour améliorer la recherche, il est nécessaire d'interviewer un échantillon plus large et plus diversifié de fondateurs de start-ups afin d'obtenir une compréhension plus complète de leurs motivations. L'étude a révélé que l'économie des start-ups en Algérie présente un potentiel de développement indéniable en tant qu'environnement attractif pour les start-ups. Des problèmes persistent également, tels que la construction d'un environnement économique plus adapté pour soutenir la rétention des start-ups, avec des solutions incluant l'apprentissage auprès de sociétés plus avancées pour réduire la courbe d'apprentissage.

**Mots-clés :** Start-ups, Changement socio-économique, Auto-emploi, Entrepreneuriat, Fondateurs de start-ups

## تجريدي

الاهتمام بالشركات الناشئة كدافع للتغيير الاجتماعي والاقتصادي يكتسب زخمًا في الجزائر، ومع ذلك، هناك نقص في الاهتمام بالأسس الاجتماعية لدوافع مؤسسي الشركات الناشئة للقيام بمثل هذه المساعي المحفوفة بالمخاطر. يتناول هذا البحث هذه القضية بهدف جمع وتقديم المعلومات لتحسين بيئة الشركات الناشئة الجزائرية الناشئة، مع التركيز بشكل خاص على تداخل العمل الحر وريادة الأعمال وتداعياتها على المجتمع. باستخدام المقابلات، تحلل هذه الدراسة سرديات مؤسسي الشركات الناشئة بهدف تفكيك دوافعهم إما كبحث عن العمل الحر أو سعي ريادي. والنتيجة هي أن الرغبة في تحسين الوضع المالي والاجتماعي هي الدافع الرئيسي لتشكيل الشركات الناشئة بدلاً من مجرد سعي ريادي. ومع ذلك، أدت تعقيدات دراسة عينتنا المحدودة وغير المتاحة إلى تقديم استنتاج غير دقيق جزئيًا. لتحسين البحث، يحتاج إلى إجراء مقابلات مع عينة أكبر وأكثر تنوعًا من مؤسسي الشركات الناشئة لتوفير فهم أشمل لدوافعهم. كشفت الدراسة أن اقتصاد الشركات الناشئة في الجزائر يمتلك إمكانات تنموية لا تقبل الشك ويعتبر بيئة جاذبة للشركات الناشئة. مع ذلك، لا تزال هناك مشاكل تستمر، مثل بناء بيئة اقتصادية أكثر مناسبة لدعم استبقاء الشركات الناشئة، وتشمل الحلول الاستفادة من المجتمعات المتقدمة لتقليل منحني التعلم.

**الكلمات الرئيسية:** الشركات الناشئة، التغيير الاجتماعي والاقتصادي، العمل الحر، ريادة الأعمال، مؤسسو الشركات الناشئة