

**ENTREPRENEURIAL STRATEGIES FOR INEFFECTIVE INSTITUTIONAL
ENVIRONMENTS**

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ABSTRACT

Research on how entrepreneurs deal with uncertainty caused by ineffective institutional environments during the evaluation of an entrepreneurial opportunity is fragmented across different literature streams. Using institutional economics theory, we address this issue in two ways. First, we categorize existing literature into a typology based on entrepreneurs' motivation and knowledge, describing three potential strategies entrepreneurs employ when facing ineffective institutions: (1) institutional entrepreneurship, (2) institutional bricolage, and (3) institutional avoidance. Second, we introduce institutional bridging as a fourth entrepreneurial strategy explaining how entrepreneurs in ineffective institutional contexts can actually reduce costs through early internationalization in contrast with the extant research.

Keywords: uncertainty, opportunity evaluation, institutional context, institutional entrepreneurship, institutional bricolage, international entrepreneurship