



**Legitimierungsstrategien junger Unternehmen:  
Ergebnisse zweier experimenteller Studien  
(Schumpeter School of Business and Economics)  
(German Edition)**

*Franziska Stelzer*

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Bedeutende Veränderungen in der Wirtschaft ergeben sich häufig durch Unternehmensgründungen. Etablierte Konkurrenten oder das institutionelle Umfeld insgesamt reagierten darauf meist mit Widerstand und verwehren jungen Unternehmen den Zugang zu lebensnotwendigen Ressourcen. Als ein Grund für die hohe Sterblichkeit junger Unternehmen wird dabei ihre fehlende gesellschaftliche Akzeptanz bzw. organisationale Legitimität gesehen.

Anhand zweier Experimente werden die Auswirkungen von Legitimierungsstrategien junger Unternehmen auf deren Akzeptanz in der Gesellschaft sowie deren Ressourcenzugang, Überlebenswahrscheinlichkeit und Wachstumsmöglichkeiten untersucht. Es zeigte sich, dass solche Strategien positiv auf die kognitiven und regulativen Legitimitätsdimensionen wirken. Darüber hinaus zeigt sich ein positiver Zusammenhang zwischen der Erreichung organisationaler Legitimität und dem Zugang zu tangiblen und intangiblen Ressourcen. Die Arbeit schließt mit konkreten Hinweisen für die weitere Entrepreneurshipforschung sowie die unternehmerische Praxis.

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