

**SBMT4000 SBM Undergraduate Honors Research Project**

Code	Supervisor Name	Email
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<b>Project Summary</b>		
<p><b>Topic:</b> When the going gets tough, the tough get going</p> <p><b>Description:</b> This RGC/GRF-funded academic research project aims to uncover rhetorical strategies disadvantaged entrepreneurs use to secure early-stage entrepreneurial capital, and test their effectiveness using a mixed-methods research design. In particular, the objective is to develop a typology (list) of complex narrative styles that enable disadvantaged entrepreneurs in winning over over early-stage investors, but are not effective for advantaged entrepreneurs. In so doing, we aim to contribute to the academic literatures on entrepreneurial finance and entrepreneurial communication.</p> <p>Disadvantage in the context of the project could cover: i) past entrepreneurial failure, ii) early-founding resource constraints, and iii) discrimination, with a likely emphasis on the latter. The empirical setting is crowdfunding campaigns and accelerator demo-day events, completed by experiments or surveys</p>		
<b>Remarks</b>		
The project welcomes max. 2 students. Ideally, one student will work with Prof. SARKAR on the archival analysis (crowdfunding and accelerator data) and other will work on experiment and survey design.		