

Designed to Last: A Sustainable Career Perspective on Hybrid Entrepreneurship

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ABSTRACT

Although career literature has typically focused on employees holding a single job in one organization, there has been a steady increase in research on the antecedents and consequences of holding multiple jobs (Campion, Caza, & Moss, 2020). One form of multiple jobholding that has received some research attention is hybrid entrepreneurship (henceforth abbreviated as HE). Hybrid entrepreneurs are people who keep a salaried job as a primary occupation while simultaneously becoming self-employed (Folta, Delmar, & Wennberg, 2010; Raffiee & Feng, 2014). HE has typically been studied as part of transitioning into full entrepreneurship (Folta et al., 2010; Klyver, Steffens, & Lomberg, 2020; Raffiee & Feng, 2014), with the implication that the characteristics and outcomes of hybrid entrepreneurs are often compared to those of full entrepreneurs. Thus, a fair amount is known about what drives hybrid entrepreneurs to ‘experiment’ with self-employment in a low-risk manner and how successful their self-employment experiences are, compared to those who enter full-time entrepreneurship.

Yet, HE can also be conceptualized as a (semi-) permanent career state (Nelson, 1999), with implications for theorizing factors that influence the sustainability of HE, during both the initial

and development phases. Indeed, this sustainability (and resulting dual-career stability) depends on many factors, including characteristics of the primary job itself (Spurk, Hirschi, & Dries, 2019). Our paper focuses on individual and work characteristics that may predispose people to enter HE rather than staying employed full-time in a single job. We theorize U-shaped relationships between individual characteristics and work conditions that can serve as resources for entry, to the extent that they enhance the capacity to cope with job demands and characteristics. Further, adding to the nascent research on the spillover effects of HE (e.g., Marshall, Davis, Dibrell, & Ammeter, 2019), we investigate factors that help maintain HE as a viable career strategy. In particular, we examine the importance of entry into HE for individual wellbeing and satisfaction in multiple life domains (e.g., family, income, job, health, recreation).

Our dataset is derived from the German Socio-Economic Panel (SOEP), an annual longitudinal survey of a representative sample of German individuals (Wagner, Frick, & Schupp, 2007). Starting from a sample of all full-time employed individuals who indicate no parallel job in 2016, we identify hybrid entrepreneurs as salaried individuals who list self-employment as secondary employment in 2017 and 2018. First, we employ individual characteristics (e.g., demographics, Big 5, patience) and work characteristics (e.g., perceived threat from technology) as predictors of HE. Preliminary results suggest that these factors are meaningful predictors of HE entry. Second, we compare differences in satisfaction with different life domains between hybrid entrepreneurs and full-time employees without a second job. Preliminary results indicate differences in satisfaction with domains such as leisure, health, work, and household income. Our paper has implications for research on HE, multiple jobholding and entrepreneurial well-being.

Key References:

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