

# POSITIVE AND NEGATIVE EFFECTS OF INDIVIDUAL HUBRIS ON ENTREPRENEURIAL FUNCTIONS IN THE IT-INDUSTRY

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## Abstract

*In my dissertation, I empirically examine effects of individual hubris on various entrepreneurial functions that are performed by founders in the IT-industry. Based on the findings of my preliminary study, I propose that existing research in this area is missing crucial insights on the positive effects of hubris as it focuses excessively on the dark side of this cognitive bias. In more detail, I propose that hubris, beside its negative effects, supports founders to some extent to successfully perform their entrepreneurial functions that can be summarized as innovation, internal coordination, risk-management and arbitrage. This is supported by cases of famous founders such as Steve Jobs or Michael Dell, whose hubris contributed to the successful implementation of their business models. In order to examine its effects, an inductive-interpretative approach was chosen which allows an in-depth analysis of human behavior. For this, 28 expert interviews were conducted to capture the experience of startup coaches, consultants and investors who supported various case studies of hubristic founders in the IT-industry. In order to enrich the perception of the experts, an additional data set containing nine interviews with hubristic founders and additional secondary data was compiled. The analysis of the data is currently performed.*

*Keywords: Hubris, entrepreneurial functions, decision-making*