

**Different dynamics: Innovating in necessity and opportunity entrepreneurships**

Manuel Sosa S. ([msosa@esan.edu.pe](mailto:msosa@esan.edu.pe))

Asistente Académico

Belén Usero S. ([busero@emp.uc3m.es](mailto:busero@emp.uc3m.es))

**ABSTRACT:**

Innovation is a strategic component in entrepreneurship, but its study still presents theoretical and empirical limitations. The state of the art shows some coincidences, but also many inconsistencies. One of the main biases is the extended use of the categorization of entrepreneurship by opportunity-need as “proxy” for innovative-imitative categorization, rather than as a contingency. This research evaluates motivation as a contingency for innovation, using GEM data for 70 countries in the 2011-2015 period.

We found that innovations in opportunity-driven entrepreneurs are characterized by relying more on their cognitive frameworks for planning, contact networks and economic resources. On the contrary, innovations in necessity-driven entrepreneurs use lesser cognitive frameworks, usually to learn by essay-error experiences, instead, the main resource is the emotional one through their entrepreneurial personality traits. Both categorizations must be differentiated, but not isolated because they are complementary.

**Keywords:** Entrepreneurship, Innovation, Opportunity