

The project aims to explain the discourse of opportunity driven and necessity driven entrepreneurship positioned in a neoliberal governing structure. The core difference between these two classes of entrepreneurship lies in the entrepreneurs' motivation. In the first case, individuals choose to become entrepreneurs and are willing to exploit their ideas, while in the second they are pushed into becoming entrepreneurs and feel forced to start up their business. In this project we problematize and empirically seek to understand the new relationship between the opportunity and necessity driven entrepreneur that emerges through the rising phenomenon termed the gig economy, which refers to a workforce environment where temporary jobs are commonplace, and companies tend toward hiring independent contractors and freelancers instead of full-time employees.

The premise of the project is that the combination of neoliberalism and the gig economy results in a shift in understanding of entrepreneurship and creates an environment for a new type of companies and a new type of entrepreneurs, which are more prone to ethically questionable behaviours. Acknowledging an important role of ethics in entrepreneurship, we also examine ethical side of opportunity process in the environment created by the gig economy and neoliberalism.

As the result of the project, we will gain better understanding on how moving from a pre-gig economy towards the gig economy carries implications to the rules of the game for societal recognition of entrepreneurship.