

Chapter 10

Anthropology and Entrepreneurship: Philosophical Context

Wilbert Manyangadzi

International University of Management, Namibia

Wilfred Isak April

International University of Management, Namibia

ABSTRACT

Anthropological insights shed light on the broader socio-cultural implications of entrepreneurialism, a moral code and social behaviour that is significantly influencing modern society. This chapter offers an engaging introduction to various conceptual framings of the intersection between anthropology and entrepreneurship in the African context by revisiting classic works in anthropology from a fresh perspective. The author also looks at the philosophical approaches that are appropriate for determining the applicability of anthropology to contemporary entrepreneurship in Africa. The chapter also discusses the theoretical difficulties and potential benefits of using anthropology as a tool for entrepreneurship, as well as the significance of anthropology to entrepreneurship in developing the African model of entrepreneurship. This chapter addresses the anthropological community by showing how entrepreneurship permeates the discipline's past and present and that it has the potential to reemerge.

DOI: 10.4018/978-1-6684-7578-2.ch010

INTRODUCTION

Entrepreneurial anthropology is the application of theories and methods from the study of applied anthropology to achieve goals, primarily for enterprises that are operated for profit and to gain a competitive edge (Aguiar & Schneider, 2016). In as much as anthropology is much known from the field of social sciences, it is important to note that it brings profitability and sustainability into modern entrepreneurship. This chapter posits that anthropological concepts not only aid in boosting revenues but also ensure the long-term viability of entrepreneurs in Africa. It is further described as a practically focused academic subject where real-world business issues are identified and solved using anthropological theories and methodologies. In other words, the main goal of business anthropology is to fix organisational and operational issues.

It is worthwhile to investigate how the discipline can be applied to the commercial world. When it was first utilised in business, this branch of anthropology gained popularity in the late nineteenth century (Briody & Stewart, 2019). Since the late 1980s, the field has grown rapidly and has been used in a wide range of commercial scenarios. As a result, the term “entrepreneurial anthropology” is now used more broadly to refer to any anthropological application to company management. Technological advancements and integration have changed not just how business is managed but also how individuals view business and business operations (Campagnolo, 2022). This chapter maintains the argument that due to the intense competition created by all of this, entrepreneurs today must re-evaluate the products and services they provide, the way they conduct business, potential new partners with whom to supply new goods and services, and other factors.

In as much as entrepreneurial anthropology involves assisting firms in managing demographic discrepancies like racial and cultural diversity, it remains questionable in terms of its practicality in Africa. Entrepreneurial anthropologists may serve as a conduit between management and the workforce (Chuayounan et al., 2022). The field of anthropology can also aid in the promotion of “best practices” that are moral and constructed with the interests of the consumer and society at large in mind. Anthropologists are in high demand in a variety of fields right now, including business consulting, organisational behaviour, human resources management, competitive intelligence, globalisation, product design and development, marketing, and consumer behaviour studies (Cunningham & Seaman, 2022). It is sufficient to offer a first, practical definition with some anthropological overtones for this book. The entrepreneur is thought to be an agentive person or economic agent who responds creatively to structural limitations. Entrepreneurial sociality is the interaction of people who believe they have free will and the ability to make their own decisions. Entrepreneurialism is the philosophy that prioritises individualism over other forms of sociality.

12 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/anthropology-and-entrepreneurship/322951

Related Content

Cultural and Linguistic Interferences in the Translation of Maus Into Spanish: Proposal of Homogeneous Translation Strategies Based on Transcreation
Cristina A. Huertas Abril (2018). *Redefining Translation and Interpretation in Cultural Evolution* (pp. 67-82).

www.irma-international.org/chapter/cultural-and-linguistic-interferences-in-the-translation-of-maus-into-spanish/190006

The Future of Healthcare: Political Participation of Nursing and Public Health Students

Christine Vandenhouten, Susan Gallagher-Lepak, Derryl E. Block, Sylvia May Kubsch, Jan Stromand Crystalmichelle L. Malakar (2015). *International Journal of Civic Engagement and Social Change* (pp. 34-51).

www.irma-international.org/article/the-future-of-healthcare/149930

Assessment and Management of ID in Childhood

Sumita P. Chowhanand Plabita Patowary (2022). *Research Anthology on Physical and Intellectual Disabilities in an Inclusive Society* (pp. 50-72).

www.irma-international.org/chapter/assessment-and-management-of-id-in-childhood/289052

The Wisconsin Spring Revisited

James Jorstadand Cecilia G. Manrique (2015). *International Journal of Civic Engagement and Social Change* (pp. 52-56).

www.irma-international.org/article/the-wisconsin-spring-revisited/146230

Nothing Random about Taste: Toni Morrison and the Algorithmic Canon

Jacqueline Wigfall (2016). *Defining Identity and the Changing Scope of Culture in the Digital Age* (pp. 43-55).

www.irma-international.org/chapter/nothing-random-about-taste/153203