

# Bringing Research-Based Insights to a Wider Audience: Our Partnership With Strategic Entrepreneurship Journal

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A key part of our mission at EIX is giving entrepreneurs access to new knowledge generated by top-notch academic research. As part of that mission, EIX has partnered with *Strategic Entrepreneurship Journal* (SEJ), a leading journal in the field of entrepreneurship. Over the past two years, we've worked with SEJ editors and authors to identify recently accepted SEJ articles that offer insights relevant to practicing entrepreneurs. EIX editors have then worked with the authors to generate short, readable articles that condense each study's key findings in ways useful to entrepreneurs and those who work with them.

Our partnership has helped increase SEJ's impact by bringing high-quality research studies, and their practical takeaways, to people who wouldn't find these studies on their own. Happily, our research translations have generated many thousands of page views.

Below are links to the articles we've translated to date. We'll add to this list as our partnership continues. We're delighted to make this content broadly available so that more people can learn and benefit from it, and we hope you enjoy it too.

**Against the odds, women can still be powerful innovators**  
(<https://eiexchange.com/content/against-the-odds-women-can-still-be-powerful-innovators>)

by Kristen Madison and colleagues. Published April 29, 2022

*Our research into businesses in emerging countries shows that women in the most repressive societies still find ways to innovate, breaking through stereotypes and cultural expectations.*

**Is structure good or bad for startups**  
(<https://eiexchange.com/content/is-structure-good-or-bad-for-startups>) ?

by Andy Contigiani. Published February 8, 2022

*Experimentation and planning are two distinct choices in running a venture. Which works better?*

**Founder-CEO passion in selling the IPO**  
(<https://eiexchange.com/content/founder-ceo-passion-in-selling-the-ipo>)

by Michael Howard and colleagues. Published August 26, 2021

*In this article, we ask: "Which matters more - the passionate storytelling of the original founder, or the reassuring messages coming from a seasoned executive?"*

**When does microfinance do the most good?**

(<https://eiexchange.com/content/when-does-microfinance-do-the-most-good>)

by Pushan Dutt and colleagues. Published May 7, 2021

*To date, we've known relatively little about whether the reason for microfinance loans affects how much it helps the borrower. We explored that here.*

In addition to the translations published above, we published the following article, which highlights some



ways for scholars to learn from the insights of practitioners. In this way, our partnership underscores that learning can, of course, flow both ways – i.e., not just from research to practice, but from practice to research as well.

**Today's entrepreneurs can inform tomorrow's research**  
**(<https://eiexchange.com/content/todays-entrepreneurs-can-inform-tomorrows-resea>)**

by Gary Dushnitsky & Sharon Matusik. Published February 18, 2020