

The Entrepreneurial Leadership in Freelancing: The Impact of Entrepreneurial Bricolage on Project Success

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Abstract

Drawing on the effectuation theory, the research study provides evidences on the relationship between entrepreneurial leadership (EL), entrepreneurial passion for founding (EPF), entrepreneurial bricolage (EB) and project success (PS), in the freelancers' context. Specifically, the study aims to better understand whether freelancers, who behave like entrepreneurial leaders, can successfully complete the projects through entrepreneurial bricolage. Using survey data from 209 freelancers, collected in two separate waves, with a time-lag of fourteen days, results show that entrepreneurial bricolage mediates the relationship between entrepreneurial leadership and project success and entrepreneurial passion for founding moderating this relationship. This study extends previous research by showing how entrepreneurial bricolage can work in online freelancing projects. The study's results further suggest that freelancers can successfully complete projects through entrepreneurial bricolage and consequently, start formally accepting those types of projects. The important implication for the online freelancing platforms is to provide special services to freelancers, who first want to test their skills on projects, which they never undertook before.

Keywords: Effectuation theory; Entrepreneurial passion for founding; Freelancer; Informal sector; Leadership