

3A. HEROES AND VILLAINS: NARRATIVES OF THE ENTREPRENEURIAL

Assoc. Professor, Lund University

**Anna
Brattström**



Room: BHL, Porcelænshaven 18 (across the courtyard), First floor, 1.54

3A. Heroes and Villains: Narratives of the Entrepreneurial

Chair: Anna Brattström (Lund University)

Lauren Eaton (CBS)

Disruptive Discourse – The Evolution of Entrepreneurial Concepts

Emma Ischinsky (Max Planck Institute for the Study of Societies)

The press and the privileged: Analyzing media representations of Germany's wealth elite

Andrew Popp (CBS)

Metaphorical reasoning, resilience and entrepreneurial self-legitimacy

15:45 – 17:00

The session is 75 minutes, and each presenter has been allocated 15 minutes for presenting. Let's keep the speakers on track with their time so we have enough room for open discussion and interaction with the audience.

Lauren is a PhD candidate in the Rethinking Entrepreneurship in Society project at CBS. Her dissertation focuses on a deeper understanding of the social discourse surrounding entrepreneurship by investigating the popularization of entrepreneurship concepts from scholarly debates to popular use.

PhD Candidate, CBS

**Lauren
Eaton**



Emma is a PhD candidate at the International Max Planck Research School on the Social and Political Constitution of the Economy, Max Planck Institute for the Study of Societies, Cologne, Germany. She works on social and political inequality and the sociology of gender.

PhD Candidate, Max Planck Inst., Cologne

**Emma
Ischinsky**



Andrew is Professor of History and Director of the Centre for Business History at CBS. He works on the relationships between business, emotions, and the everyday, which he explores in the contexts of family business and entrepreneurship.

Professor, CBS

**Andrew
Popp**

