

Editor's Two Cents

Greg Urban

What is a unicorn? — It is a rare thing, indeed. In financial circles it denotes a privately held start-up worth more than one billion dollars. In this issue, we set our sights on another rare thing: the ethnography of entrepreneurship, itself a “start-up” in the business anthropology world. Will it experience rapid growth to become a mega-research area? Read past this note to the themed articles, edited and introduced by Elizabeth Briody and Alex Stewart. The contributors explore this largely uncharted terrain in sites from Nigeria to the Altiplano of Peru, from West Bengal to Brazil to the southeastern U.S., and even to a private university in Michigan (Cleary) that is repositioning itself to make entrepreneurship the center of its curriculum. We catch a glimpse into the prospects and pitfalls of doing real-time ethnographic research on launching a business.

A bonus in this issue: reports on the first two (hugely successful) Global Business Anthropology Summits. The first, brainchild of Allen Batteau, was held on April 24, 2018 at Wayne State University, with 74 business anthropologists and students from nine countries in attendance. The second, organized by Timothy Malefyt and Robert Morais, took place at Fordham University on May 29-30 of this year, with 160 industry practitioners and scholars participating. If you missed these two major events, despair not. Planning is well underway for a third Summit, scheduled for July 17-19, 2020 at the Institute for social and cultural

Page 1 of 2

JBA 8(2): 139-140
Autumn 2019

© The Author(s) 2019
ISSN 2245-4217

www.cbs.dk/jba

anthropology at the Freie Universität in Berlin. For more information, follow this link: <https://www.businessanthro.com/2020-summit-berlin>.

Oh, yes, whatever you do, do NOT miss the cartoons in Appendix 2 of the second Summit report. By anthropologist Kendra Allenby, these remarkable and delightful works constitute an ethnographic glimpse into the Summit itself. All were sketched in real time as the panels were taking place. Simultaneously whimsical and yet profound, they capture the issues panelists and participants grappled with throughout the Summit. Definitely a high point of this issue.

Enjoy!