

Pandemic makers: Emergent networks of collective entrepreneurship in response to crisis

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Abstract

In response to COVID-19 and the shortage of personal protective equipment, the maker community activated local networks in a display of collective action. We conducted a multiple case study of emergent networks to understand how makers self-organized for collective entrepreneurial action while facing resource constraints and legitimacy deficits. Although the maker community has endeavored to break free from institutional constraints, they nonetheless formed relationships with institutions in need. They deployed learned resourcefulness and learned legitimation strategies with varying degrees of effectiveness. Our findings contribute to the literature on resourcefulness, legitimation, and collective action in entrepreneurship processes.

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