Linda Höglund (b. 1972) is a lecturer and PhD Student in business administration. She is a member of the Program for research in Marketing and Entrepreneurship (PrIME) at Örebro University School of Business. She teaches various topics, including entrepreneurship, marketing, organisation theory, leadership, management and strategy. Linda is mainly interested in organisational entrepreneurship as a research area, but also takes an interest in questions on methodology from a social constructionism perspective.

How people write and talk about entrepreneurship has consequences for how we as people think and act towards entrepreneurship as a phenomenon in research as well as in organisations. As such, it becomes important to study what people do with discourses and the possible consequences from prioritising the use of some discourses over others. In this thesis, the discursive practices are studied that take place within the perspective of strategic entrepreneurship. The study of discursive practices in this context means a concern with how different aspects of entrepreneurship are produced and consumed by people in text and talk.

Strategic entrepreneurship can be seen as an organisational form of entrepreneurship in established firms. The latest contributions within this research field express a concern with the strategic entrepreneurship practice of simultaneously acting strategically and entrepreneurially through opportunity and advantage activities. Hence, the discursive practices studied in this thesis have been of how scholars position their work within strategic entrepreneurship through an enhanced literature review, and by a close analysis of assumptions made within strategic entrepreneurship, but also through two firms and their discursive practices of constructing opportunity and advantage positions. The results have then been analysed with reference to discourse theory and previous research within entrepreneurship based on European traditions that build on the linguistic turn. In doing this, two main findings emerge that have applicability in other organisational contexts. By addressing the seven contributions of this thesis, also the stated main purpose is met of enhancing our understanding of entrepreneurship in established firms and the activities labelled as strategic entrepreneurship.