

UNIVERSITY OF TWENTE.

Hybrid Identities: The progressive Nature of Entrepreneurial Identities in the Aviation Industry

Master Thesis

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Track: Entrepreneurship, Innovation and Strategy

12th January 2022

Abstract

The growing popularity of entrepreneurial identities opens new constellations among role dynamics. While some individuals consider themselves real entrepreneurs, others conjoin their careers through the commitment to multiple occupations, so-called hybrid entrepreneurs. Although salient knowledge about entrepreneurial identities exists, only little is known about the phenomena of hybrid identities considering the role integrations, identity crises and respective challenges. The literature provides limited knowledge about the steadiness of multiple identities while neglecting factors that influence the progressivity of identities. Hence, the study conducted a qualitative research design encompassing secondary data and semi-structured interviews. The interviews include eight individuals belonging to a pilot profession and an entrepreneurial identity. Besides, the respondents elucidate motivations and strategies that subsides an understanding of the nature of hybrid entrepreneurs. Therefore, the study evaluates how theoretical approaches apply to practical observations by considering the process of legitimacy and liminality.

The results indicate that the affiliation to social groups is mastered by legitimacy. Although individuals experience the liminal phase, some fail to strike an effective role integration. As a result, the balance of multiple role identities depends on exploiting external factors and establishing authenticity towards social groups.

The contributions to the literature are manifold. First, the study absorbs academic knowledge to assess consistencies among theory and practice. Secondly, the study proffers practical insights regarding the constructional process of hybrid identities while defining relevant aspects embedded in the composition of double career entrepreneurs. Lastly, the research paper serves as guidance to understand the dynamics of entrepreneurial identities through identifying specific patterns followed by hybrids.

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1. Introduction

1.1 Situation

In today's society, the inducement for entrepreneurship has increased enormously due to the manifold opportunities that contribute as a fundamental growth to the economy (Baumol, 2004, p. 9). As such many ways of entrepreneurial behaviour have sophisticated the business by enabling people to obtain multiple work identities. According to Ritacco & Bolivar (2019), identity cannot be scrutinized from an objective perspective, as it is the own perception of how individuals see themselves. Consequently, professional identity will be theorized as "the way the role is experienced and how it is recognised and perceived by others" (Ritacco & Bolivar, 2019, p. 810). Nonetheless, professional identities differ among nations and cultures which requires an aggravated look at social and industrial dependent factors that explain entrepreneurial identities (Jones et al., 2019, p. 5). Therefore, the ability to have dual professional identities enables individuals to run a business in the form of a founder, investor, or manager and concurrently be employed in their professionality (Mathias & Williams, 2016, p. 2).

Dual professional identities are often considered hybrid identities devoting the phenomena of individuals maintaining an entrepreneurial occupation while possessing an employed profession at once. Mathias & Williams (2016) claim that entrepreneurs wear distinguished "hats" and consequently act upon different decisions depending on the situated opportunity. In fact, dual professional identities are not just composed but unfold which in return elicits questions about why individuals evolve dual identities.

The identity of entrepreneurs is an enriching research area in the literature. Understanding why and how entrepreneurs make decisions enables scientists to evoke contemporary behaviour, traits and identities by appraising meaning to society (Sieger et al., 2015, p. 3). In the study of Farmer et al. (2011) entrepreneur identities connote the way how individuals take opportunities by pursuing a role that elicits the behaviour to become the role desired. Thereby, Markus and Nurius (1986) proffer the concept of "possible selves" in which individuals will not be recognized by what they are but rather by what they potentially can be according to their needs, beliefs, and motivation. Hence, links between the concepts of entrepreneurs and identity theories exist that articulate behavioural patterns of entrepreneurs (Farmer et al., 2011, p. 249).

1.2 Problem Definition

In uncertain and globalised times, hybrid entrepreneurship has opened new opportunities for innovative thinking while substantially changing the outlook on traditional entrepreneurs (Schulz et al., 2016, p. 272). Although hybrids disperse around the globe, little attention has been taken on the nature of the unconventional type of self-employment. While hybrids are pursuing two professions simultaneously, traditional entrepreneurs have only one focus leading them to invest more capital (Folta et al., 2010, p.254). The importance of hybrid entrepreneurs is assorted. First, hybrid entrepreneurs are proved to be better educated than full-time entrepreneurs (Solesvik, 2017, p.33). Secondly, ventures controlled by so-called part-time entrepreneurs generally sustain longer than ventures managed by traditional entrepreneurs (Block & Landgraf, 2014, p. 260). Subsequently, the nature of hybrid entrepreneurs has not been the point of centrality in the literature yet. Although scholars have examined some aspects of the aforementioned topic, valuable insights that clarify the motivation and construction of hybrid identities is missing. Therefore, the distinction between double career - and traditional entrepreneurs is not coherent. The emphasis on role identities has particularly gained interest for the present study, enabling to define attributes that stipulate a constructional process of hybrid identities.

Farmer et al. (2011) discovered the main attributes that motivate entrepreneurs in taking opportunities. As such, entrepreneurs will be seen as a social role identity that is goal-oriented, passionate, and motivated. Similarly, entrepreneurs adhere to ambition and aspiration that sophisticate their cognition of opportunities compared to non-entrepreneurs (Farmer et al., 2011, p. 250). The discrepancies in identity between entrepreneurs and non-entrepreneurs are coherent. However, only limited information is known on how an entrepreneur's identity differs from individuals with dual professional identities. Owing to this, the study uses "commercial airline pilots" as a unit of observation to investigate dual-career entrepreneurs by emphasising latent differences in behaviour. Cumulatively, airline captains represent comparable managerial functions that delegate employees while symbolising leadership. Pilots serve as a depiction of other dual identity cases that might be relevant for conceivable industries.

Taking "commercial pilots" as the unit of observation requires deliberation in the industry of aviation. The aviation market is one of the highest contributions to economic growth and facilitates trade in times of globalisation (Mazareanu, 2020). According to Statista (2020), the worldwide revenues generated from the air traffic industry amounted to 189 billion USD from 2005 till 2021. Especially the role of pilots has gained significance and requires them to

invest most of their time travelling around the world. Nevertheless, many pilots developed dual professional identities by remaining employed and simultaneously acting as entrepreneurs. However, only limited information is available on why individuals establish dual professionalism and what potential identity crisis this might cause. Research in the literature neglects a universal theoretical approach between identity theories resulting in inconsistencies among findings (Wagenschwanz, 2020, p. 64). Thus, it is unclear what divergence dual-career entrepreneurs have in contrast to people with a general entrepreneurial identity.

1.3 Research Goal

To align with theoretical concepts, the research will encounter different identity theories, namely the role identity theory, social identity theory and legitimisation theory. The objectives of the research paper are diverse. First, it is of particular interest how entrepreneurs contemplate dual professional identities and what challenges and benefits they encounter when managing two occupations simultaneously. Second, factors that influence the entrepreneurial identity of people with double professions will be examined to understand the connection between their prior professionalism and their profession as an entrepreneur. Lastly, it is of crucial importance what intentions entrepreneurs have by establishing dual identities, what identity crisis this might cause and how this influences their engagement in new ventures. To tackle the objectives, the research will be exerted by the following research question: "How does a dual career entrepreneur strike the balance between two professions?" To answer the research question, the emphasis lies on the theoretical gap that should be supplemented. Therefore, a qualitative research design will tackle different identity concepts that compound inconsistencies in literature. Additionally, it will be focused on the dual professional identities of pilots by conducting eight semi-structured interviews with an airline company. The research will be structured by providing theoretical background on definitions, exhibiting the aforementioned concepts, and analysing the results from the interviews to compare approaches with retrieved data.

Objectives:

1. Identifying challenges and benefits associated with dual-career entrepreneurs
2. Giving insights into the phenomena of dual identities by showcasing possible identity crises

Sub questions:

- What challenges might entrepreneurs with dual identities encounter?
- What benefits might entrepreneurs with dual identities encounter?
- What potential identity crisis might individuals encounter by possessing dual identities?

1.4 Academic Relevance

Contributing to the academic literature, the research carries out consistencies in the phenomena of entrepreneurial identities concerning the constructional process of selves anticipated by hybrids when obtaining dual careers. While salient knowledge about entrepreneur identities, in general, is allocated in multiple directions, only little is known about double career entrepreneurs. Therefore, the limitation in this particular field of study opposes further investigations about behavioural patterns of entrepreneurs with regards to demographic and socio-cultural factors. Hereby, the research intends to elucidate a potential identity crisis and the extension in challenges and benefits that build upon the affiliation to multiple occupations. To illustrate, Farmer et al. (2011) affirm the need to investigate incongruence on entrepreneur identities that predict to induce different behavioural effects. Likewise, Jones et al. (2019) conjure those multiple identities that have been neglected in the literature and append that "the role of context is part of the process for understanding entrepreneurial identity", which needs to be further examined to "highlight the unique contexts for entrepreneurs". Besides, the exploration in industrial dependent factors of entrepreneurial identity evoke answers related to the influence of cultures, countries and industries that immerse into social identity and uncover salient patterns of entrepreneurs (Jones et al., 2019, p. 5). The study supplements the literature by providing prevailing differences in identity cognition of general- and double career entrepreneurs. Hence, it simplifies an understanding of external factors that might influence the transition to multiple identities. Subsequently, the research caters as a foundation in the knowledge of double identities that sophisticates the novelty of the subject and leaves clearance for further investigations.

1.5 Practical Relevance

Practically, the contributions of the examination in multiple identities are manifold. In the first place, the study provides a practical insight into the processes and perceptions of a specific observation group, namely pilots. Therefore, the research aids to comprehend what external circumstances can influence entrepreneurial behaviour and what leads individuals to

obtain multiple occupations. The study proffers an understanding of entrepreneurial identities that encourages a splendid conception of benefits and challenges those future entrepreneurs might consider when discussing double careers. The unit of observation has restricted the study to a specific industry; however, the results can be applied for multiple purposes as it contemplates a general understanding of the phenomena of identities and simultaneously invokes practical profundity. In the second place, individuals that seek to become hybrid entrepreneurs can ponder about potential identity crises, which in return could corroborate or oppose their decisions in the practical sense. As only a little information is known about the conceptualisation of multiple identities, the study enables individuals to evolve a general attribution over the cognition of double careers. Certainly, entrepreneurship has become a prevailing topic in global markets and consequently requires the need for disclosure (Bögenhold, 2018, p. 130). Accordingly, individuals search for new opportunities that alleviate access to innovation by ensuring financial stability. As a result, the study serves as practical guidance for constructing hybrid identities that decisively maintain a predominant factor of success.

1.6 Research Outline

The present study consists of eight chapters. The first section begins with the theoretical framework by providing valuable insights about relevant identity theories and the phenomena of hybrid entrepreneurship, including definitions and characteristics. Elaborating on external factors, benefits and challenges related to hybrid identities opened investigations for comparing theory and observations tackled in the data analysis. Furthermore, the second section entails the methodology defining the procedure of conducted interviews and the coding scheme. Next, the third chapter discusses the data analysis in which the data structure will be elaborated. The subsequent chapter comprises the findings by providing practical insights gathered from conducting interviews. Finally, the discussion compares theory with responses from the interviews enabling to stipulate limitations and conclusions encountered during the stream of research.

2. Theoretical Framework

The definition of selves can be manifold and depends on the view you look at them. Specifically, entrepreneur identities are a field of literature that can be dispersed in many ways as it provides logic and ambiguity in entrepreneurial behaviour. However, the link between identity concepts and the role of entrepreneurs needs to be examined by exerting profundity. In light of entrepreneurial identity, the subject's popularity has increased enormously and remains a field of study full of inconsistencies between definitions, perceptions, and identities of entrepreneurs (Parkinson & Howorth, 2008, p. 287). Thereof, a comprehensive theoretical framework will be exhibited that encompasses identity concepts tangentially and the role of entrepreneurial identity in the literature extensively.

2.1 Entrepreneurial Identity

According to Navis & Glynn (2011), entrepreneur identity will be defined as "the constellation of claims around the founders, organization, and market opportunity of an entrepreneurial entity that gives meaning to questions of who we are and what we do." Thus, the identity of entrepreneurs depends on the external environment by considering the role, the organization, and the culture of the organization (Navis & Glynn, 2011, p. 480). Thereof, entrepreneurs can take diversified roles to delineate their decision-making process, which is derived by founder, manager, or investor (Mathias & Williams, 2016, p. 893).

Two predominant views of entrepreneurs will be distinguished in literature, namely the Schumpeterian (2011) and Kirznerian (2015) view. Schumpeter (2011) insists that entrepreneurs are the source of innovation that enable new opportunities and combinations to simplify existing processes. Hence, entrepreneurs are responsible for transforming existing resources into more valuable market opportunities by using economic trends as their primary source of information intended to guarantee constant efficiency (De Jong, 2010, p.6). In contrast, Kirzner (2015) argues that entrepreneurs need to find information discrepancies in established markets to identify a niche that must be supplemented. Accordingly, entrepreneurs use existing opportunities that are dispersed across information channels by ensuring accessibility to enact the ambiguity of opportunities before discovered by others (De Jong, 2010, p.6). However, the definition of entrepreneurs can be assorted, depending on the identity theory from which it will be scrutinized. Various identity theories exist that facilitate an understanding of entrepreneur identities. The literature distinguished between the role identity theory, social identity theory and legitimization theory.

To summarize, the entrepreneurial identity will be defined as a social construct that identifies innovative opportunities and transforms ideas into practice.

2.2 The Construct of Selves

The construct of selves is derived from the role identity theory that will be theorized by the perception of individuals about "who we are" and "what we do" (Navis & Glynn, 2011, p. 480). McCall & Simmons (1978) state that this approach is about how individuals deliberately evolve multiple identities by enabling people to put themselves into different situations. Likewise, Siebert & Siebert (2007) claim that the role identity of individuals is mastered by their personality, which in return can vary among situated opportunities. Thus, the theory is about the perception of individuals of themselves by taking on a role in which they develop self-expectations and consequently act and behave upon these thoughts (Ashforth et al., 2008, p. 346). Despite self-expectations, the affiliation to a specific social group conveys a crucial profundity in defining role identities. The social position determines the interpretation of the conceived role by seeking guidelines that sophisticate the behaviour according to the established conceptualization (Jain et al., 2009, p. 923). Commensurate, people designate themselves to a role that has been composed by a social group. As such, LeBoeuf et al. (2010) proffer that role identities lead to diversified choices and opportunities that evoke distinguished consumption patterns while influencing entrepreneurs' moral judgment. Therefore, role identities can differ among social groups and remain unstable by being induced through the proneness of environmental and social-cultural changes.

Conclusively, the role identity theory describes the way how individuals perceive themselves in a role that suits their personality.

2.3 The Social Construct

Social constructs are embedded in the theory of social identities that significantly impact entrepreneurial decisions. They will be defined as "a collection of individuals who perceive themselves to be members of the same social category (...)" (Tajfel & Turner, 2004, p. 15). Likewise, Stets & Burke (2000) enlighten that individuals can objectively reflect themselves by appraising their nature from an independent perspective to classify their personality and interest into a social group. By formatting a social identity, the literature posits to adhere to a social group (Stets & Burke, 2000, p. 225). In fact, the social group is the community in which individuals share reciprocal beliefs, emotions, attitudes, and interests that

distinguish groups from one another. People deviate as individual subjects and designate themselves as a member of a group that changes their mindset according to the social group they belong to.

Abrams & Hogg (2006) differentiate between two types of processes that complement the construction of social identity, precisely self-categorization and social comparison. In the first place, self-categorization enables individuals to identify similarities and differences among group members and impound attitudes or values that correspond with their perceptions. Social comparison defines how individuals that possess a group identity compare their group identity with external group identities to simultaneously moot their affiliation to a social group (Stets & Burke, 2000, p. 224). Nonetheless, to develop the social role identity, the validity within social groups must be granted.

To summarize the social role identity theory, encompass the classification to social communities by objectively categorizing personal beliefs and values.

2.4 Validity in Social Groups

Belonging to a social group requires to be validated by social members. The legitimization theory is closely related to the social identity theory as the validation of behaviour is cued on the norms and rules of the social group the individual belongs to. Legitimacy is a socially composed construct that is subjectively initiated but objectively depicted among individuals (Williams Middleton, 2013, p. 407). Suchman (1995) delimits legitimacy as "a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions". Likewise, Suddaby et al. (2007) theorize the notion as the process in which individuals obtain institutional or non-institutional power that is intangible but must fit the expectations and requirements that a social entity has set. Consequently, legitimacy cannot be measured but acquired. In the context of entrepreneurship, it is of particular interest how entrepreneurs legitimize their identity by behaving in the interest of the social group, specifically in the organization's interest. Thereof, the aforementioned theory will also be seen as the collective engagement that subsidizes the objectives, beliefs and norms of the social group and will therefore be legitimized according to the social identity attributed (Suchman, 1995, p. 575). As such, legitimacy can differ among social groups and simultaneously foster how external people perceive the organization.

Suchman (1995) developed three types of legitimacy in the context of organizations, namely pragmatic, moral, and cognitive legitimacy. All types of legitimacy embody the justification of appropriateness. However, each construct scrutinizes a specific behavioural pattern that ensures legitimacy. Pragmatic legitimacy is closely related to self-interest. In other words, as long as entrepreneurs disperse benefits to their external environment, individuals will legitimize their behaviour (Suchman, 1995, p. 578). Contrary, moral legitimacy maintains the moral appropriateness of actions. More specifically, it encounters general issues related to environmental or socio-cultural problems such as climate change, pollution, or war (Suchman, 1995, p. 579). Subsequently, cognitive legitimacy conveys how individuals conceive legitimacy by fulfilling the objectives, culture, and norms of the organization they are attributed to (Suchman, 1995, p. 582).

In summary, legitimacy illustrates the validation process between social groups that is essential for the successful development of social identities.

2.5 In-between Identities

Understanding disparate identity theories allow uncovering the antecedents and frame of entrepreneurship. Besides, it supplements knowledge on what the meaning of being an entrepreneur discerns and how the role of being an entrepreneur will be perceived by society. However, conceptualizing a universal approach is elusive for which the embodiment will be deemed on "positivistic paradigm" proposed by Anderson & Starnawska (2008). The authors argue that entrepreneurship is derived from intensive complexity and can embrace many functions. Nonetheless, entrepreneurship will be delineated as "a process of creating, not a thing in itself." (Anderson & Starnawska, 2008, p. 223). Accordingly, the process of entrepreneurship conjoins the transformation of resources, capacity, assets, and opportunities in a constantly changing environment.

Additionally, Anderson (2005) investigates the phenomena of entrepreneurial liminality that claims the process of entrepreneurs to be between the past and the future. Thus, entrepreneurs have a different view on the presence and visualize opportunities differently than non-entrepreneurs (Anderson, 2005, p. 591). In theory, liminality will be defined as "being betwixt and between" socially constructed identities. As such, an entrepreneur's identity constantly changes while transforming different meanings to social groups (Beech, 2010, p. 3). Conversely, liminality postulates "a reconstruction of identity" in which the depiction of self is

manipulated. In contrast, the additional role identity becomes a vital prospect to the social group and the individual self (Beech, 2010, p. 3).

Genep (2013) develops three phases of "transition in rites of passage", encompassing separation, margin, and aggregation. As a result of this, the second phase is of crucial importance as it describes the phenomena of liminality. Willson (2019) stresses that individuals experiencing the second phase of transitional liminality are affected by a reconstruction of identity as "they are no longer classified as what they were but are not yet classified as what they are becoming, which is related to self-redefinition in transitions research" (p.12). Thereof, individuals establishing an additional identity are experiencing a specific behaviour while there is a role identity desired and simultaneously a formerly sustained identity. Hence, it is questionable if the social role identity of entrepreneurs with multiple occupations is a liminal process or if the process of identity evolvement elicits reluctant challenges. In fact, entrepreneurs who oscillate between entrepreneurship and their employed occupation do not have a specified affiliation to a social group or social identity as they cannot be categorized without enduring the progression of legitimization (Willson, 2019, p. 12). Moreover, liminality describes the synergy of identities that is not permanent but rather a temporary situation. To exemplify, individuals can commit temporary work for an organization but concurrently will not be considered a full member of the organization (Tempest & Starkey, 2004, p. 507).

Tempest & Starkey (2004) associate liminality with many benefits. To be more specific, liminality can strengthen innovation, as individuals experiencing liminal situations acquire conducive learnings that infuse the organization's structure differently. Additionally, the authors designate the process of liminality as the aggregation of new ideas that "provides the opportunity for transcending existing structures and disrupting their taken-for-grantedness" (Tempest & Starkey, 2004, p. 509). However, entrepreneurs involved in liminal situations encounter difficulties acquiring social capital essential for legitimization and the resources that simplify a successful business. According to Tempest & Starkey (2004), social capital derives from trust and loyalty from long-term relationships (p.510). As liminal identities deem relationships on a short-term basis only, the proficiency in fostering networks with stakeholders inevitably weakens. Consequently, it is questionable how to appraise the phenomena of liminality in the context of hybrid entrepreneurship as the transition to multiple occupations is a process that will not always be viewed from a temporary but rather permanent prospect.

Individuals obtaining multiple identities delineate the ambiguity of liminality differently, stretching the subject's dynamics. For instance, Garsten (1999) asserts that employees with liminal identity experience "limited access to information channels and locals

and were not allowed to participate in all company meetings (...)" (p.605). Identifying trade-offs that foster the challenges associated with liminal identities require a prevailing understanding of social role identities. Nonetheless, possessing the ability to balance existing identities is an attuned reconciliation of behaviour, traits and external – and internal influences that exclaim the salient adaptability of individuals.

Similarly, Gartner (2009) conceived a study about definitions and traits of entrepreneurs, which revealed splendid conceptions. The author claims that entrepreneurs have unique personalities that encompass the attributes: innovation, organization creation, creating value, profit or non-profit, growth, uniqueness, and owner-manager. As such, entrepreneurs will be seen as personalities with a low-risk aversion, inherent visions, high engagement, and intensive creativity (Gartner, 2009, p. 21). More specifically, the engagement in innovation and venture creation ascribes a prevailing factor in the identity of entrepreneurs and will therefore ensure systematic growth. However, the themes appraised by Gartner (2009) emphasize the subjectivity of entrepreneurship as it remains a complex phenomenon that acts upon different beliefs. Although the study intends to examine entrepreneurial identity from an individual perspective, the literature reveals similarities with prior studies, referring to Gartner (2009) or Anderson (2005), that synthesize theoretical concepts and affirms consistencies among studies. Hence, it is assumable that entrepreneurial identities can be seen as transformative dynamics that can be mastered by the external environment (Frese, 2009, p. 460).

Conclusively, liminal phases in entrepreneurial identities can lead to different identity crises, resulting from a lack of legitimacy among social groups. Although behavioural patterns can be anticipated, the ambiguity of the phenomena liminality remains elusive.

2.6 Hybrid Entrepreneurship

Understanding the embeddedness of the notion leads the study to investigate different types of entrepreneurs to classify individuals with double identities. Nielsen et al. (2017) distinguish between seven types of entrepreneurs, namely: novice, habitual, serial, portfolio, hybrid, nascent and intrapreneur. However, for the present research, only the "hybrid" type of entrepreneur is relevant who will be theorized as an individual embedded in the ownership of organizations while being employed in an external venture (Nielsen et al., 2017, p. 26). All entrepreneurial types have a fundamental influence on the identity of entrepreneurs by having different conceptions in goals and visions.

According to Kritskaya et al. (2017), 50 percent of recently established ventures will be mastered by "hybrid" entrepreneurs. Hybrid entrepreneurs acquire multiple professions by being engaged in venture creation in divergent functions and simultaneously being employed and salaried in an organization that will not be owned by themselves. Likewise, Folta et al. (2012) define hybrid entrepreneurs as "individuals who engage in self-employment activity while simultaneously holding a primary job in wage work". In contrast, Petrova (2010) describes the notion of hybrid as "part-time entrepreneurship", which entitles individuals to work in their regular job and invest the rest of their time in the venture they obligate themselves to. For this reason, literature calls into question why individuals choose to strike multiple paths and what external circumstances could lead them to become an entrepreneur (Kritskaya et al., 2017, p. 3).

Reasonings behind the popularity of hybrid entrepreneurs will be explained by the accentuation of personal traits and economic and social-cultural factors. Folta et al. (2012) label hybrid entrepreneurs as people who possess low self-confidence and high-risk aversion behaviour caused by their uncertainty to fully engage in entrepreneurship. Consequently, hybrid entrepreneurs strongly distinguish themselves from other entrepreneurs as they associate self-employment with financial risks that they do not want to be borne. In contrast, Solesvik (2017) speculates that hybrid entrepreneurs are willing to take more risks if they have a financial assurance guaranteed through full-time jobs. However, the deliberation of entrepreneurship is weaker in countries that foster high salaries and ensure benefits exemplified by the home office or short working days (Solesvik, 2017, p. 34). As a result, it is assumed that developed countries with stable economies tend to have fewer hybrid entrepreneurs as economic uncertainty is generally lower (Kritskaya et al., 2017, p. 3). Thereof, hybrid entrepreneurs can theoretically be characterized by individuals who reside in uncertain economies with unstable opportunities and oppose their full engagement in their entrepreneurial activities.

In the context of social identities, hybrid entrepreneurs entail multiple work identities related to many benefits. Guo et al. (2019) suggest that hybrid entrepreneurs "employ various strategies to cope with the co-existence of the multiple identities (...)". The ability to establish strategies for different social identities enables hybrid entrepreneurs to allocate their resources efficiently by facilitating the alignment of their objectives and improving their performance (Guo et al., 2019, p. 242). The strategies appraised in the study of Guo et al. (2019) emphasize the need for an effective role integration that is decisively guaranteed through the lens of unanimous objectives, which simplify the role integration and evolve commonalities between

outcomes. Consequently, the consistencies among ambitions and targets can reinforce the legitimacy by strengthening the robustness and credibility in the behaviour of double career entrepreneurs (Guo et al., 2019, p. 243). Owing to this, Anicich & Hirsh (2017) enlighten that hybrid entrepreneurs must be capable of integrating themselves into multiple social roles that require high cognitions of the role identity perceived. As such, Guo et al. (2019) postulate the process of role integration "with cognitive flexibility, heightened creativity, and performance". However, hybrids that cannot effectively integrate roles inevitably provoke issues in legitimacy as people might not legitimize the inconsistencies among role identities (Caza et al., 2018, p.708). Yet, under which circumstances people consider becoming a hybrid entrepreneur and thereby inexorably encounter multiple identities is not clear.

In summary, hybrid entrepreneurs will be defined as individuals that strike multiple occupations involving entrepreneurial professions. Thus, they evolve multiple identities by establishing strategies to counteract challenges.

2.6.1 Striking the balance

Different motivations exist that direct individuals in the field of hybrid entrepreneurship. However, those motivations vary and elucidate entrepreneurial identities by stipulating behaviour conjoined through the motives to engage.

Fraher & Gabriel (2014) assert that two primary reasons individuals are involved in entrepreneurship are job loss and furlough. People experience job losses differently, but the outcome in "psychological responses and adjustments to a person's occupational identity" does not deviate among individuals and exclaim for self-generated financial and social stability (Fraher & Gabriel, 2014, p. 930). As a result, people, who are embedded in these circumstances, develop the behaviour that obliges them to anchor an additional identity that transmits the need for independence in times of crisis. The intense involvement in entrepreneurial activities is caused by the uncertainties of being recalled to their prior profession and enduring a repetitiveness of losing the job. Entrepreneurial activities such as self-employment, investor, or manager are decisively not an assurance of constant stability. Nonetheless, it is the embodiment of independence that will not be fragmented by external people and can therefore persuade the risk of unemployment (Fraher & Gabriel, 2014, p. 931).

Equally important, individuals engaging in entrepreneurship through furlough will be considered people who are passionate about their job and seek new career opportunities by investing and engaging in start-ups or other entrepreneurial activities. In the study of Fraher &

Gabriel (2014), pilots were used as an occupational group to assess the effect of role identities on the current profession. The study revealed predicaments for pilots who have to withstand the fluctuating demand (Fraher & Gabriel, 2014, p. 947), caused to exemplify through the corona pandemic, resulting in the risk of unemployment. However, the need for alternatives opened up new opportunities for pilots to invest in entrepreneurial activities by balancing the role identities and simultaneously incorporating venture creations. Cumulatively, a deeper apprehension of double career entrepreneurs will be analyzed in a subsequent chapter that scrutinizes if the literature is consistent with the interviews conducted and, more specifically, what benefits, challenges, and potential identity crisis this can cause from the perspective of a wavering industry.

Besides, self-realization is presumed to be one of the primary reasons individuals are involved in entrepreneurial activities that fulfil their visions. It is a sign of flexibility and independence facilitated through entrepreneurship (Fischer et al., 1993, p. 161). Likewise, the study of Tornikoski et al. (2015) examines "Hybrid Entrepreneurship during Retirement", in which a sample of 238 hybrids with Finnish backgrounds have participated in the research to assess their motivation in the engagement of hybrid entrepreneurship. The study revealed that "personal fulfilment" prevails the motivation of individuals by having the opportunity to express themselves with their professionalism and thereby becoming a constructed self that is exacerbated through "self-esteem". Similarly, Shane et al. (1991) stress that an individual's main motivation for nascent entrepreneurship is to get recognition from their social groups, consequently increasing their self-esteem by enlarging the depiction of self towards others. Additionally, the depiction of self can only be enlarged if the individual is rewarded for the entrepreneurial activity while surpassing the respect anticipated (Shane et al., 1991, p. 436). The endeavour to influence the community by receiving recognition due to the performance held through entrepreneurial actions empowers people to legitimize their behaviour and therefore stretch their affiliation to social groups.

Despite self-realization, a study conducted by Cardon et al. (2009) investigates how passion influences the motivation among hybrids. According to Cardon and her colleagues (2009), "passion is deeply embedded in the folklore and practice of entrepreneurship" (p. 511). The research reveals that entrepreneurs passionate about their profession perceive opportunities, work, and effort differently as they possess inducements full of energies and ideas that want to be implemented. Consequently, hybrids that evolve multiple identities while being motivated through their passion for entrepreneurial engagement have the salient ability to balance their social roles (Cardon et al., 2009, p. 515). Thereby they can be legitimized by

social groups as they deliberately invest time and effort in a profession considered leisure time. Owing to this, passionate entrepreneurs are emotionally involved in their occupation, which transmits personal goals with professional objectives. In the same token, Thorgren et al. (2014) performed surveys among individuals, including 262 Swedish hybrid entrepreneurs, that majorly contemplate passion as their main motivation in expanding entrepreneurial activities. However, the study discloses that older entrepreneurs have a higher motivation to passion than for younger individuals. Adding to that, "passion is less likely to be the main motive for hybrid entrepreneurship among individuals who spend more time on the business" (Thorgren et al., 2014, p. 16). As a result, motivations in the engagement of hybrid entrepreneurship differ severely, considering sociodemographic factors.

To sum up, the main motivations encompass the financial stability, caused by unstable markets, self-realization as a process of self-fulfilment, and the passion to replace leisure with entrepreneurial disciplines.

2.6.2 Critical outcomes

From the theoretical viewpoint existing benefits and challenges referring to hybrid entrepreneurship change the outlook on double professional identities and leave clearance on the depiction of the subject. To find consistencies with practical insights, theoretical approaches will be examined that cultivate an understanding of the phenomena of double career entrepreneurs.

Individuals associated with hybrid entrepreneurship are embedded in benefits that foster various situations. Hillman et al. (2006) argue that "those with multiple identities can respond to a variety of situations well because they have a wider range of conceptions of self". Individuals obtaining a hybrid profession have a higher ability to identify themselves in different situations by switching between roles that pertain to their occupation. In tremendous times of globalization, unstable environments have become habits for entrepreneurs while ensuring innovative opportunities' viability (Bögenhold, 2018, p. 130). Hence, the ability to cope with uncertain economies reinforces entrepreneurs' capacities and resources.

Likewise, theorists claim that hybrids possess the vital ability to strike divergent conflicts by balancing the multiple role identities obtained and simultaneously incentivizing the behaviour anticipated (Hillman et al., 2006, p. 443; Sieber, 1974, p. 569). The study of Sieber (1974) stipulates four decisive attributes that have been elaborated sequentially, namely "role-based privileges, overall status security, access to additional resources for role

performance, and ego gratification". The attributes mentioned above describe the flexibility that connotes how individuals with multiple identities benefit from successful role integrations, which in return streamline the recognition in value creation that is salient for the reciprocal objectives among the different role identities.

Luc et al. (2018) carry out that hybrids "are on average better educated and have higher levels of human capital than traditional entrepreneurs", increasing the venture's growth potential the entrepreneur is engaged in. More precisely, Kurczewska et al. (2020) stress that hybrid entrepreneurship has a sophisticated probability of sustaining longer in the market as "the cost of business exit has less sunk cost". As such, the financial and social assurance guaranteed through the employer reinforces the business in self-employment.

Moreover, the authors claim that the learning process for hybrids is comparably larger as they have a developed receptivity "to generate entrepreneurial experiences and accumulate business knowledge" (Kurczewska et al., 2020, p.280). Likewise, Raffiee and Feng (2014) assert that the benefits associated with the learning process imply "the ability to learn about the quality, potential, and feasibility of their business idea". Consequently, individuals embedded in hybrid entrepreneurial activities recognize favourable opportunities in a realistic way as directly financing the investments anticipates a responsible behaviour that abandons the proneness of irrational decisions (Raffiee & Feng, 2014, p. 941). Additionally, Xi et al. (2018) claim that individuals can essay inducements for their ideas through hybrid entrepreneurship by fostering the chances to test self-employment without investing indispensable risks that do not want to be borne. Cumulatively, hybrids possess larger networks, reinforce stability through financial assurance, and act upon different role identities that espouse adaptability to unstable situations.

However, hybrid entrepreneurship does not always ensure benefits but also provoke challenges. Hillman et al. (2006) claim that only hybrids that respond well to complex environments capitalize on benefits. Accordingly, those who cannot maintain an effective role integration will inevitably question their legitimization and concurrently neglect the social roles they are attributed to. Social role expectations that will not be fulfilled aggravate the affiliation to a social group and thereby debase the credibility of an entrepreneur's identity. Hybrids eroding the plausibility of the social role identity hinder their performance by restricting access to necessary resources and omitting important opportunities (Hillman et al., 2006, p. 443).

Likewise, in the study of Caza et al. (2017), the authenticity of hybrids has been investigated in which a double career entrepreneur with ineffective role integration is prone to "a social threat to authenticity, because it may prevent one from being easily understood and

categorized by others". In fact, challenges associated with hybrid entrepreneurship necessitate an effective role integration. However, multiple identities are constructed by social groups that require an understanding of nature in itself. Therefore, role integration can only be as effective as the entrepreneur is willing to understand the role in its nature (Hillman et al., 2006, p. 443). Retrospectively, hybrids, empathizing the social role, possess the cognition of perceiving their own identity from an independent perspective and bridging the integration between multiple identities.

The literature distinguishes between groups of hybrid entrepreneurs, categorized according to the intentions to pursue their profession. Hence, there is a clear distinction between hybrids who seek entry into full-time entrepreneurship while using the employed occupation as a transition tool and others who maintain both professions over the long term (Kurczewska et al., 2020, p.281). The latter subgroup elicits uncertainties in hybrids' goal orientation, as they cannot fully exploit a business that requires exhaustive resources to successfully withstand the competitive market. Previous research in this study has shown the different motivations that hybrids postulate. Theoretically, it cannot be clarified whether the choice of orientation is detrimental to the company's performance, as this has to be assessed individually based on subjective intentions, which can be of a monetary or non-monetary nature. Besides, hybrid entrepreneurs generally experience a higher level of stress as they need to allocate their capabilities in different directions, which might affect the performance of both occupations (Xi et al., 2018, p. 4). Accordingly, hybrids encounter opportunity costs that oppose a balance between two occupations and consequently question whether hybrid entrepreneurs can perform both professions equally effectively as anticipated from both prospects. *Table 1* encapsulates the benefits and challenges within the academic literature of hybrid entrepreneurship.

<i>Benefits</i>	<i>Challenges</i>
<i>Adaptability</i> : higher ability to react to changing markets (Bögenhold, 2018)	<i>Lack of legitimacy</i> : role integration must be effective, otherwise social groups reject role identity (Hillman et al., 2006)
<i>Flexibility</i> : effective role integration through an accelerated learning process (Raffiee & Feng, 2014)	<i>Low level of authenticity</i> : multiple identities can hinder the affiliation to both social groups (Caza et al., 2017)
<i>Higher education</i> : enables to recognize favourable opportunities (Luc et al., 2018)	<i>High level of stress</i> : allocation of resources must be balanced (Xi et al., 2018)

Table 1 Benefits and Challenges in Hybrid Entrepreneurship

2.7 Potential influences

Various factors can influence the identity of entrepreneurs and thereby affect the transition to multiple occupations. By taking external- and internal criteria as a lens, the study distinguishes between influences that might contribute to or oppose an entrepreneurial identity's development, namely, demographic influences, social capital, entrepreneurial intentions, and legitimacy.

Demographic factors influence entrepreneurial identity in the form of gender and age. In fact, an entrepreneur's behaviour differs among males and females. Thereof, Garcia & Welter (2011) claim that the social role identity of entrepreneurs is attenuated on gender stereotypes by "distinguishing themselves as incumbents of different sex categories (...)" in which each category represents a socially constructed picture about the perceived gender. The study of Patterson & Mavin (2009) reveals that entrepreneurship is more compelling to women as they convey the need for independence and consequently increase the embeddedness in an established entrepreneurial identity. As a result, the literature ponders that women have fewer boundaries in advancing themselves in the field of entrepreneurship, considering that they have experience in the renunciation of career opportunities due to gender-biased concerns, such as pregnancies (Patterson & Mavin, 2009, p. 174). For this reason, females maintain a higher willingness to change their position from employment into self-employment. In contrast, Luc et al. (2018) argue in their study about hybrid entrepreneurs that men have a higher probability of engaging in self-employment as women are proved to be more risk-averse (p.101). Nonetheless, studies debating the plausibility of genders having higher engagement in entrepreneurship are under-researched and thus leave clearance for further investigations (Solesvik, 2017, p. 36).

Despite of gender, age can take on a prevailing impact on the identity of entrepreneurs. Brieger et al. (2020) claim that age induces behaviour, values, and attitudes while steadily regulating the social role identity. Therefore, the initiatives of entrepreneurs can vary depending on the lifespan stage that will be experienced—nonetheless, different stages in lifespan master priorities and sophisticate the proneness to double career occupations. Additionally, the study of Brieger et al. (2020) showcase that younger and older entrepreneurs generate higher social values than middle-aged entrepreneurs since middle-aged individuals are embedded in family concerns that require work-life balance and financial and social stability. Consequently, it is conceivable that individuals belonging to the younger and older age category are more likely to obtain multiple occupations, resulting by the adaptability in

different roles that elicit inducements in opportunities and resources in contrast to the middle age group. Similarly, Thorgren et al. (2014) specify age as a motive for an entrepreneurial passion that stipulates compelling arguments for the transition to hybrid entrepreneurship. Besides, age delineates the meaning of resources as "objects, conditions, personal characteristics, and energies" that enlarge over time and empower individuals to manage challenges and risks effectively. (Thorgren et al., 2014, p. 317).

In the dictionary, social capital will be defined as "the networks of relationships among people who live and work in a particular society that enables society to exist and be successful" (Oxford Learner's Dictionary, 2021). Hybrid's identity postulates the integration of academic and entrepreneurial roles. While acting as an employee, hybrids must reinforce their network to establish a larger business community that strengthens stakeholders' relationships. Nonetheless, social capital is individually obtainable but persists based on external opportunities influenced by social groups (Guo et al., 2019, p. 245). Those opportunities must be recognized and adapted to their entrepreneurial role to bridge an alignment between roles that require legitimization from both social networks. Owing to this, Guo et al. (2019) assert that if the academic network does not validate the entrepreneurial identity, "entrepreneurs will experience social isolation and damage their sense of self-worth", resulting in deficiencies in performance. While social capital is attainable, it does not represent tangible assets which exacerbate the flexibility to induce resources. To be more precise social capital, in the context of entrepreneurial identity, requires the adoption in roles resulting in flexible behaviour. Without bridging social environments, hybrids encounter economic costs that decisively do not want to be borne (Guo et al., 2019, p. 245).

Hybrids distinguish themselves from other entrepreneurs as they intentionally choose to strike an additional occupation. Decisions in entrepreneurial behaviour are embedded in entrepreneurial intentions as "acting entrepreneurially is something that people choose or plan to do" (Obschonka et al., 2012, p. 138). Entrepreneurial intentions will be defined as the extent to which an individual is willing to commit to entrepreneurship and how much effort he is willing to invest in this occupation. However, the notion is delimited by entrepreneurial behaviour and essential attributes that lead individuals to act the way they do. De la Cruz et al. (2018) theorize attributes that are significant in the context of business environments in entrepreneurs' identity in the following way: "innovation, opportunity recognition, and tolerance of some degree of risk". As such, the behaviour of entrepreneurs differs and conveys meaning to their identity. Fauchart & Gruber (2011) stress that "individuals have preferences for particular roles in the entrepreneurial process because those roles are deeply meaningful to

their identity." Yet, the choice of entrepreneurial activities is related to the identity of entrepreneurs before even transforming the additional profession which indicates a self-constructed picture of the role desired. In the study of Fauchart & Gruber (2011), entrepreneurial intentions have been investigated based on founder's identity types. Therefore, the authors distinguish between different motivations entrepreneurs have and how this devotes the identity composed.

The research has developed three types of social identity, representing the level of social capital an individual pertains to, considering different motives in entrepreneurship involvement. Owing to this, the literature postulates the following identity depictions: "Darwinian", "communitarian", and "missionary" identity (De la Cruz et al., 2018, p. 91). Darwinian identity describes the social role in which individuals motivate themselves in venture creation to establish profitable and successful firms. Consequently, the primary motivation to embed in entrepreneurship is the interest to achieve proliferation in monetary assets by following traditional business principles that steer the social role identity (Fauchart & Gruber, 2011, p. 942). In contrast, communitarian identity adheres to the basis of passion. Individuals engage themselves in a self-employed activity linked to obsessions interacted in leisure time. Hence, the communitarian identity incentivizes leisure activities to entrepreneurship and engenders appreciation by the social group individuals are affiliated with (Fauchart & Gruber, 2011, p. 943). Despite, missionary identity describes the extent to which individuals are inclined to change the outlook on the society by performing entrepreneurial activities that address interpersonal challenges in the form of social-and environmental disputes or political endeavours (Fauchart & Gruber, 2011, p. 944). Nonetheless, individuals with multiple occupations iteratively can possess different social identities that lead to divergent prospects. By studying the phenomena of social identities, Fauchart & Gruber (2011) concluded "that founders with different identities differ systematically across the set of key entrepreneurial decisions", which makes them unpredictable in their behaviour.

Gaining legitimacy as a hybrid entrepreneur requires endeavours in a multiplicity of roles. Owing to this, the term "liability of newness" elicits the requisite for legitimacy as young ventures are inclined to quit the business due to the lack of resources, capabilities, and assets, resulting in a leveraged degree of validity among the social groups (Park & Bae, 2020, p. 2). As hybrids maintain multiple identities, being legitimized by social groups comprise the need to alleviate the accessibility to resources and thereby improve the adaptability into other roles while enlarging social capital. Thereof, Park & Bae (2020) assert that legitimization can be invoked with the entrepreneurs' identity configuration that must ensure a link between the

identities sustained and the preceding institutional logic. The authors define institutional logic as "shared meaning systems that justify the legitimacy of specific values and thus provide a rationale for meaningful actions "(Park & Bae, 2020, p. 4). As such, role identities that trace the extent of intuitional logic while acting upon the beliefs and norms of the social group generally enact higher legitimacy (Park & Bae, 2020, p. 5). Johnson et al. (2006) proffer that "although legitimacy is mediated by the perceptions and behaviours of individuals, it is fundamentally a collective process" (p.6). Thus, gaining legitimacy for individuals is a process mastered by the social reality constructed through influential actors that underpin the validity of actions. Thereof, the authors presume that legitimacy refers to the social position of an individual, which predicts that people with higher social status have more contingencies towards a social group while constructing a social reality about the appropriateness in behaviour, norms, and values that others will confirm (Johnson et al., 2006, p. 7). Hereby, the personal opinion of individuals within the social group will not be considered as relevant, since the influential behaviour of the actor "is validated by the reactions of others in the situation who either respond in kind or do not contradict the behaviour, then the status order becomes legitimated" (Johnson et al., 2006, p. 7). While being the influential actor implicit legitimization already, the study of Johnson et al. (2006) claim that other social members receive affirmation by conveying "honorific deference to the influential actor (e.g., respectful praise, verbal and nonverbal gestures of deference)" (p.7). However, accomplishing legitimacy is a domain that cannot always be scrutinized theoretically. It can be affected by various characteristics such as market segmentation or business industries, which requires an aggravated look into specified groups.

In summary, potential influences can shape the identity of hybrids. While factors such as gender, age, social capital, and entrepreneurial intentions are straightforwardly obtained, the process of gaining legitimacy sustains more complexity.

3. Methodology

The main goal of this study is to identify differences among the identity of general and double career entrepreneurs that explain the benefits and challenges individuals might encounter by establishing multiple occupations. For this reason, this research provides a qualitative research design that collects data from eight semi-structured interviews of an airline company while using pilots as the unit of observation.

3.1 Research design

Qualitative research design is a "multimethod in focus, involving an interpretative, naturalistic approach to its subject matter" (Aspers & Corte, 2019, p. 142). Therefore, the approach can be seen as the exploration of natural phenomena by using intrinsic sources that are immersed in the wider literature and elucidated through scientific research. Owing to this, the study tackles various definitions and concepts that transmit an understanding of the phenomena of entrepreneurial identities. Therefore, different identity theories have pooled the conception in many ways. In the first place, the role identity theory seeks to define the entrepreneurial identity from a perspective in which the individual acts upon the role ascribed. In the same token, the study reveals the reconciliation between the role desired and the established identity. In the second place, the social identity theory delimits the entrepreneur from other social groups and synthesizes external factors that might influence occupational identities. In addition, the legitimation theory reveals how entrepreneurs legitimize their identity and how dual-career entrepreneurs differ between general and non-entrepreneurs concerning the legitimation of the entrepreneurial role. Providing that, the study intensifies the role of entrepreneurial identity in the literature comprehensively to deem the differences to general entrepreneurs. Likewise, the role of hybrid entrepreneurs has taken a significant role in the investigation of this study, indicating possible reasons and external circumstances that either restrict or encourage individuals to the impoundment of multiple occupations. By using the concepts mentioned above as a foundation, an alignment of knowledge in the field of entrepreneurial identity can be accomplished, which simultaneously opens inducements in theoretical insights about double careers. The research caters for a salient reflection of the literature and thereby connects a direct contrast between the analysis of interviews and explored findings from theory.

3.2 Epistemology

Describing the nature of phenomena is of crucial importance as it underpins the prospect from which the study has been sought or rather influences the research findings anticipated. As such, the philosophy of science will be utilized to shed light on the ambiguity of multiple identities and thereby determine a research paradigm that complements the study considering respectable views.

Epistemology denotes the validity and accountability of knowledge while presuming the truthiness of information. Thereof, the truth can only be anticipated if knowledge is directly attributed to practical phenomena. According to Tekin & Kotaman (2013), "any research methodology should be discussed epistemologically to diminish its primitives, improve its applicability" while exploring the synergy of dimensions. Owing to this, using an epistemological perspective allows us to contemplate the relation between existing theoretical approaches that will be compared with practical insights, considering the conduction of interviews with a chosen unit of observation. In the same token, Crotty (1998) defines epistemology as "a way of understanding and explaining how I know what I know". Therefore, epistemology invokes a substantive reality elevated through beliefs that must sophisticate scientific research (Levers, 2013, p. 3). Cumulatively, the study has chosen a positivist paradigm that advocates the contingencies of hybrid entrepreneurship. Levers (2013) asserts that paradigm can be elucidated as "the researcher's 'net' that holds the ontological, epistemological, and methodological beliefs, and refer to the 'taken for granted aspects of a paradigm as 'first principles, or ultimates'". As a result, the positivist paradigm caters as a prospect of objectivity as the preposition is regarded to pursue "objective truth, facts, and laws" (Tekin & Kotaman, 2013, p. 81). In fact, positivism is substantially focusing on knowledge that scientifically has been affirmed. However, the methodology itself requires objection for which different theory-based perspectives will be fragmented to mandate "extrinsic facts" that replicate further investigations (Tekin & Kotaman, 2013, p. 81).

For this reason, the study delineates the sources of information to perspectives that have scientific antecedents. Particularly, the research focused on exploring prior studies that examine multiple identities and discern substantial findings. In other words, the research anticipates behavioural patterns of hybrids, motivations, external-internal factors that foster an understanding of the elusive field of double career entrepreneurs.

3.3 Data collection

Numerous sources have been used to explore the phenomena of multiple identities while identifying consistencies among theory and practice. Precisely, the study has used secondary data and interviews as the primary source of knowledge. Using secondary data enabled to gather insight into existing theoretical concepts in hybrid entrepreneurship, anticipating outcomes before exerting actual findings provided through interviews. The secondary data retrieved from scientific articles help to understand different conceptualizations related to liminality or legitimization theory. Having insights about implemented research reinforces the credibility and validity of the study by directly comparing existing theories and conducted data. Not only will theoretical approaches be validated, but practical contributions will also be replicated that supplement the literature in multiplicity. Cumulatively, Garcia et al. (2012) state that using interviews is an effective way of getting a cognition of the experience and desires of participants. This approach allows us to gain insights into a particular industry that cannot be encountered theoretically. As such, the study uses a semi-structured approach to contemplate discrepancies and similarities between pilots' identities. Thereafter, it is conceivable to transform the results into general theory, thereby contributing to the literature.

Interviews

Before conducting the interviews, the ethical approval has been commissioned to ensure the confidentiality and integrity of the research. After the proposal had been affirmed, the study was implemented. The unit of observation in the aforementioned concept are pilots from an airline company located in Europe. The sample consists of eight participants that possess dual careers by supplementing an entrepreneurial identity to their existing occupation. The study focused on interviewees with multiple identities to compare theory with practical insights. The airline company was contacted through the help of internal resources, while participants were selected randomly. The interviews were conducted between October and November 2021.

Procedure

Participants have been interviewed online after confirming the informed consent. The time intended per interview has been estimated by approximately 30 minutes. After that, questions have been prepared that guide the conversation while conducting the interviews. Then, the retrieved interviews are transcribed to follow a coding scheme that simplifies the transition to general theory. According to Babbie (2009), coding enables a sophisticated understanding of

conducted interviews by transforming the data into general content and generating universal statements that facilitate further investigations. Hereby, each participant's answer will be examined to find a suitable code that matches the statements elicited from the interviews. Owing to this, the study follows a data structure concept, namely the Gioia method. Gioia method consists of 1st order concepts, 2nd order themes and aggregate dimensions (Gioia et al., 2012, p. 20). According to Gioia et al. (2012), the first-order concepts can consist of 50 to 100 categories depending on the number of interviews conducted. Gioia et al. (2012) suggest examining similarities and discrepancies among the 1st order concepts to get a conclusive overview of the categories. The observed categories will be theorized by combining the phenomena into one theme (2nd order themes) to compound them into aggregate dimensions. Using the data structure induced by Gioia et al., interview questions have been developed, which are composed in *Table 2*.

What is your second profession?
When did you start involving yourself in venture creation?
What role do you play in your side business? (Manager, founder, developer, investor etc.)
Which groups you consider you belong to professionally?
How many hours do you work in your profession as a pilot?
Do you feel equally part of both professional groups or are they perhaps more accepted in one or the other?
How do other entrepreneurs/ pilots consider you?
What kind of role conflicts have you experienced while managing two occupations?
Why did you consider engaging yourself in entrepreneurship?
How have you benefitted from multiple roles in different occupations?
How did dual professional identities influence your life in terms of leisure, personal involvement etc.?
Have you experienced any challenges while conducting multiple occupations, if yes how did it affect you?
How would you describe your engagement in your side business?
How would you describe your daily transition to a different role, considering the different social groups you belong to?
How have you legitimized yourself into the roles desired?
When you act in the role of entrepreneur do you need to justify your professionalism or can you get advantage of your other profession, in either of the roles?

How do your roles differ within your different professions?
How do you balance these occupations?
How do you see yourself of who you are?
Do you consider yourself as 'real entrepreneur' although your wage is not limited to the entrepreneurial incomes and does that perhaps give you a different perspective about entrepreneurship?

Table 2 Interview questions

Operationalization

The research has chosen for open question to leave clearance for further examination about the topic. Open questions tackle subjects in multiple directions while subsidizing fluent conversations. Furthermore, the approach stipulates richer insights about new interpretations from the prospect of the interviewee by not allocating individuals into a specific depiction of the topic but rather preceding on how the interviewee recognized the question individually. Owing to this, the study approaches to gather profundity into different perspectives of double career entrepreneurs that encapsulate meaningful similarities which corroborate the phenomena of multiple identities. After conducting the interviews that have been recorded, the operationalization of the study requires transcription of the data. Thereby, each interview will be transcribed individually while disentangling the responses and their affiliation to a particular subject. Sub-questions, respectively benefits, challenges, similarities, or discrepancies, facilitate the coding schemes while categorizing quotes onto related topics. The study follows an attuned structure that mandates the assignment of responses to the corresponding variable, referring to legitimization, social identity, or liminality theory by answering the sub-questions. Using the aforementioned approach, respectively Gioia method, the first order concepts persuade a first insight into the interviews' responses. To delimit accumulation, the second-order concept allocates related responses into one concept, which in return steers an upper categorization about essential subjects. As such, a structured overview is guaranteed and simplifies the analysis in a multiplicity of interpretations. Subsequently, the aggregate dimensions direct the study into theoretical approaches that must be compared to identify similarities, discrepancies, and potential gaps in the literature. Further elaboration on the operationalization of specified variables can be found in *Table 3*.

Variable	Operationalization
Social role	What is your second profession?
identity	When did you start involving yourself in venture creation?

	What role do you play in your side business? (Manager, founder, developer, investor etc.)
	Which groups you consider you belong to professionally?
	What is your educational background?
	How do other entrepreneurs/ pilots consider you?
Legitimization	When you act in the role of entrepreneur do you need to justify your professionalism?
	Can you get advantage of your other profession, in either of the roles?
	Are you consciously not telling people you are a pilot so that you don't have to justify yourself?
	Do you feel equally part of both professional groups or are you perhaps more accepted in one or the other?
	How have you legitimized yourself into the roles desired?
	What are your plans for the future regarding your hybrid role?
Hybrid roles	How did dual professional identities influence your life in terms of leisure, personal involvement etc.?
	How do your roles differ within your different professions?
	How do you balance these occupations?
	How do you see yourself of who you are?
	Do you consider yourself as 'real entrepreneur' although your wage is not limited to the entrepreneurial incomes and does that perhaps give you a different perspective about entrepreneurship?
Liminality theory	Why did you consider engaging yourself in entrepreneurship?
	How would you describe your engagement in your side business?
	How would you describe your daily transition to a different role, considering the different social groups?
Identity crisis	What kind of role conflicts have you experienced while managing two occupations?
Challenges multiple identities	Have you experienced any challenges while conducting multiple occupations, if yes how did it affect you?
Benefits multiple identities	How have you benefitted from multiple roles in different occupations?

External factors	What kind of factors/reasons did convince you to become an entrepreneur?
	How did you perceive the entry into entrepreneurship? Did you recognize this as rather difficult or simple?
	What is your age?
	What is your motivation for engaging in entrepreneurship?
	Did your network strengthened or influenced your engagement in entrepreneurship?

Table 3 Operationalization table

3.4 Research context

The research context explicates the relevance of an observation group encountered through the stream of research. The growth in hybrid entrepreneurs resulting from flexible occupations has increased the awareness for pilots in the aviation industry. The aviation industry represents dynamic market tendencies and thus creates inducements for different role integrations. Commercial pilots differ in positions, while the job of an airline captain is to some extent comparable to the role of a manager, who leads short projects and is responsible for the staff involved. The pilot profession belongs to operational job categories based on routines and hierarchical structures. Therefore, pilots represent many other suitable occupational cases that might be different in form but similar in nature. Hence, the results obtained in the study have relevance to other manager-employer dual identity cases considering a comparable economic environment. Additionally, the results are derived from information from an airline company located in Finland. While Finland belongs to the European Union, countries' economies in Europe are not heavily deviating from each other, enabling to apply findings to further dual identity constellations.

4. Data analysis

As previously mentioned, the study follows a particular data structure, namely the “Gioia method”. The research is divided into three categories: first-order concepts, second-order concepts, and aggregate dimensions. Participants have been interviewed with the prerequisite of belonging to the group of hybrid entrepreneurs motivated through any form of reasoning. For the sake of simplicity and due to constraints in space, the interviews have been divided into two groups, each containing four interviewees, intending to have a tabular representation of responses (*Appendix 1; Appendix 2*). While coding the interviews, the data structure has been composed the following way. Interviews were held via the online-video platform “zoom”. After receiving the individual approval to record the meeting, every interview was transcribed individually while using supportive tools such as “amber script”.

Putting the interviews in reference to investigated theories required an aggravated look into each dimension which further compiled the foundation for the data analysis. Five dimensions are persuasively envisioning the body of the study, comprising social role identity, legitimacy, hybrid role, liminality, and external factors. Putting a lens on each dimension, the respondents expressed their own experience and values towards their perception of dual identities. This precisely opened insights into possible misalignments between theory and practice instilled by reflexive conversations. This, in turn, enables to seize for additional interpretations about a field of research that has not been a point of centrality in the literature yet. Expectedly, *figure 2* illustrates the data structure in formal respect, encapsulating responses in a justified manner. Considerably categories of the first-order concept are divided by a comma due to constraints in space. Hence the first-order concept does not present the same number of categories as the second-order concept.

The first aggregate dimension covers the social role identity aiming to discover how individuals with dual identities see themselves. As previously discussed, the social role identity is composed of the affiliation to a certain group leading to the identity construct. Therefore, the interview questions subsidize an understanding of how the social group and individuals see themselves relative to the belonging of two social groups. It was of primary focus to examine what kind of profession is obtained when the entrepreneurial role has been tackled and how this influences the belonging to the desired social groups.

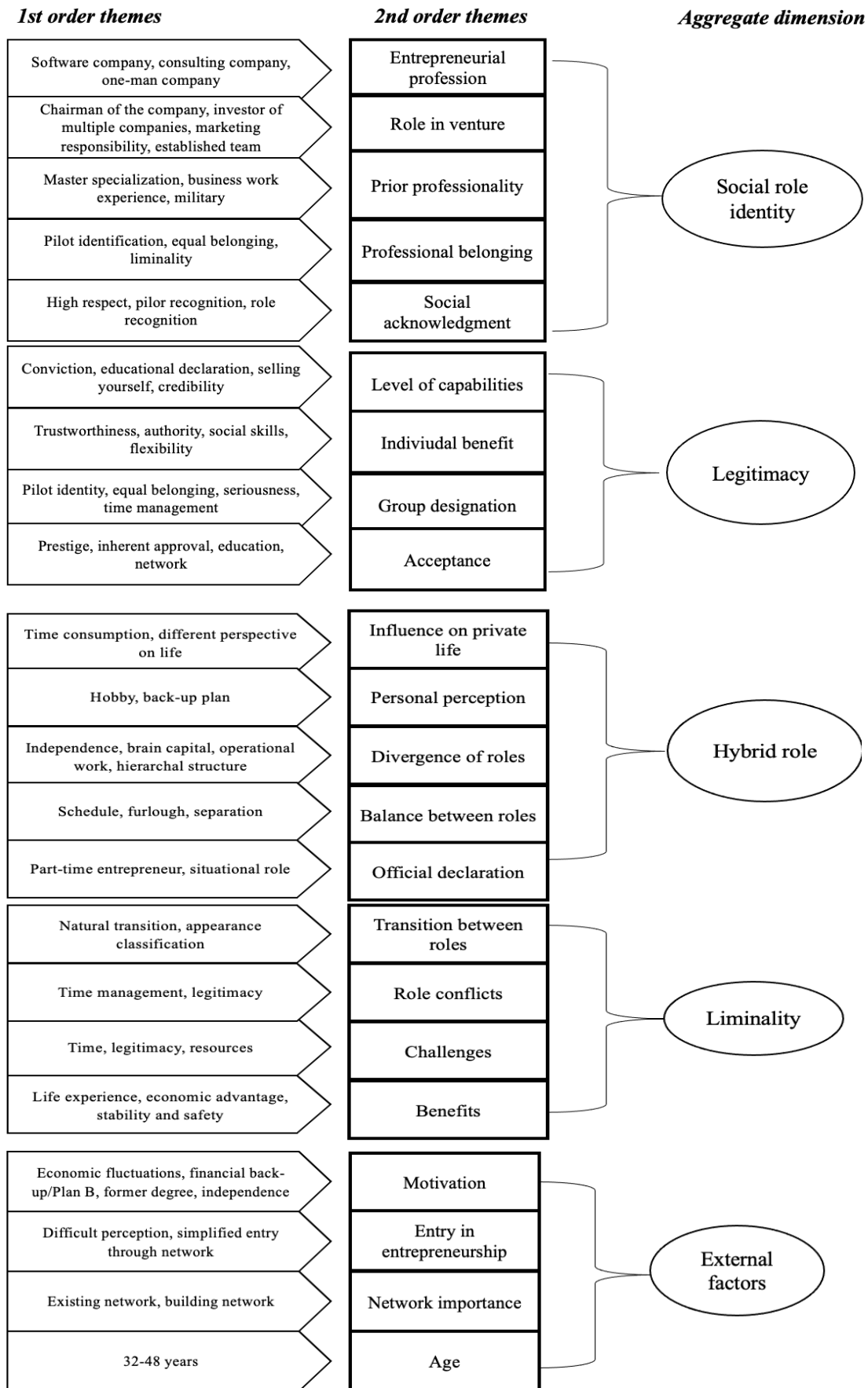


Figure 1 Overview of Data Structure

In this vein, the second aggregate dimension constructed a perception on how legitimacy is attained. In theory, legitimacy is a complex notion in definition and even more complicated in the implementation. Therefore, the interview questions embrace how hybrids are discerning the attachment to a new social group and how this belonging influences the dynamics in an existing community. Moreover, it was of particular interest if the role identities can be conjoined and what reasons hamper the legitimization process. Questions regarding the process of legitimacy have been answered in reference to the social role identity and external factors such as networks by the interviewees.

Sequentially, the third aggregate dimension underpins a profound idea about the role of a hybrid entrepreneur while sophisticating the divergence of roles. Precisely, the hybrid role dimension opens valuable insights into the formulated research question, aiming to identify possible indicators that facilitate a balance between two role identities. In fact, the interviews follow a scheme that reinforces a practical insight into double career entrepreneurs from a perspective that might have contingencies with theoretical concepts. However, the scarcity of data was limited to the individual definition of hybrid entrepreneurship. Interviewees answered questions on this topic divergently. However, significant consistencies have led the study to develop vital conclusions that will further be elaborated in the discussion section.

While three dimensions have been presented, the aggregate dimension in liminality replicates significant theoretical approaches, compiling a high level of common denominators among the interviewees' responses. Lending support for this line of reasoning, the research deployed distinguished concepts, encompassing identity crisis, the daily transition between roles, challenges, and benefits. Intriguingly, this dimension occurred to be the category with the highest congruence among responses. Therefore, this has strengthened the reliability of the research while forming conclusions that the majority of participants can validate. For the sake of simplicity, the term "liminality" has not been addressed to the participants directly, but instead, the study has pushed the interviewees onto the definition of liminality to minimize confusion.

As the last aggregate dimension, external factors complement the research with synergies directed to social capital, demographical factors such as age and the motivation behind the entry in entrepreneurship. While the interview questions shed light on factors beyond the social role identity, the study emphasized how much the construct of identity is rooted in situated opportunities caused by external circumstances. In fact, there are rich insights in the literature regarding the inducement of dynamics. However, theoretical approaches differ

significantly for demographical factors and therefore corroborate a research gap within the scientific literature of hybrid entrepreneurs.

4.1 Overarching category

The following framework has been established to demonstrate conducive factors embedded in the formation of hybrid entrepreneurship while conjoining theoretical approaches with the examination of data (*Figure 3*). Hereby contours for potential consistencies can be anticipated. The model explaining this process is structured by external factors, entrepreneurial identity, social role identity, legitimacy, liminality, and hybrid identity. The yellow colour untangles the dynamics of external factors that can change over time. As such, yellow attributes are progressive and instilled by new visions and perspectives. The green colour displays the interaction between two subjects, which become a new dimension when combined. Green implies openness depending on the development of entrepreneurial-and social identity. The arrows demonstrate how attributes affect each other and whether a relationship exists. The blue colour indicates the possibility that affections can be active and passive, depending on external factors.

The external factors determined in the framework display network, motivation, and flexibility while directing the extent to which legitimacy is maintained. Networks enable individuals to obtain both occupational identity and entrepreneurial identity. Especially for hybrids that obtained multiple educational degrees, the social capital has pertained to be a key criterion for reaching clients and business partners, which in turn amplify the development of an entrepreneurial identity. Besides, motivation remains centripetal when it comes to hybrid entrepreneurship. Balancing two occupations requires stress, time, and the willingness to encounter compromises. Without a certain level of motivation that needs to be extant for both professions, neither the occupational identity nor the entrepreneurial identity can be facilitated. In addition, flexibility is a predominant factor for the possibility of managing two identities. Piloting is a profession that fulfils individuals' desires and provides flexibility in time and resources. Therefore, the flexibility to enact against unstable circumstances has led hybrids to be resistant to changing dynamics. Not only operative flexibility is scrutinized but also the flexibility in role integration. While traditional entrepreneurs do not have to switch between roles, hybrids possess multiple identities and thus maintain unaffected by economic fluctuations resulting from their ability to improvise opportunities. In a holistic standing, all

three attributes preserve to shape the dimension of external factors in the whole construction process.

The social role identity derives from the occupation that foster social acknowledgement, professional belonging, and passion. The majority of pilots have passion and appreciation for their piloting community. However, some pilots delineated their occupational identity as unpredictable. In times of corona, the majority of respondents had to cut their workload by almost 50 percent. While some began to increase their workload as the economy recovered, others lost faith in their job and sought alternatives for precautionary measures in case situations recur. Nonetheless, social acknowledgement has encouraged their commitment to sustain the profession by experiencing high respect, which amplifies an advanced recognition to the pilot community. Consequently, the professional belonging was directed by the pilot profession that requires a legitimated role integration. Therefore, the passion to be a part of a social community must exist to ensure the process of legitimacy. Moreover, social role identities affect the phase of liminality by failing to control an effective role integration and thereby experiencing the lack of social orientation. Although pilots enjoy flying and social prestige, the desire for strategic thinking without control cannot be nurtured by a single profession.

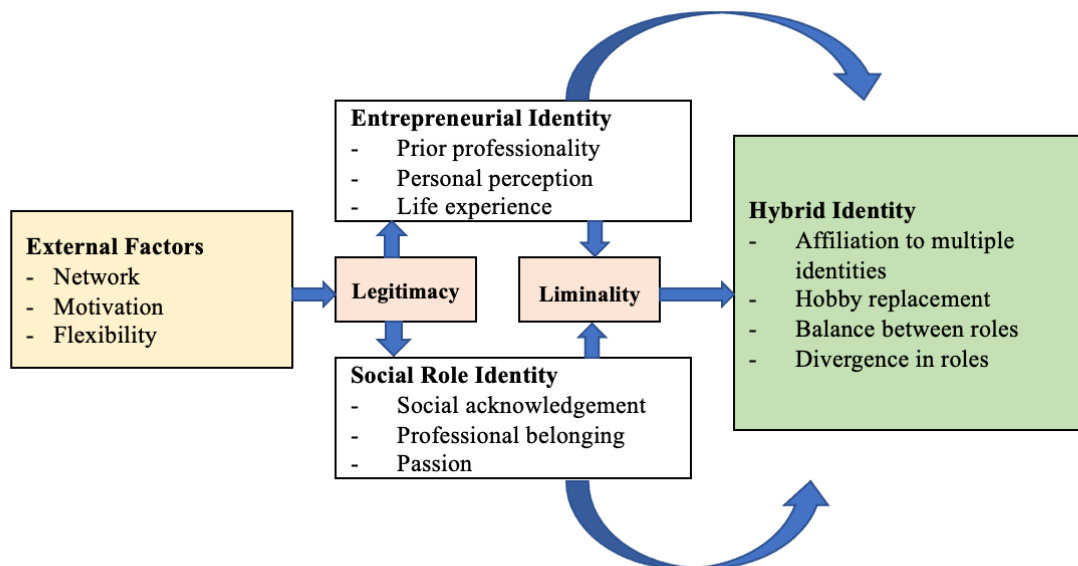


Figure 2 The Construction of Hybrid Identities

The entrepreneurial identity compounds three main categories: prior professionalism, personal perception, and life experience. Prior professionalism facilitates the ability to expand career opportunities, which aids independence. Independence is derived from the empowerment to be in control over own operations. In this vein, an entrepreneurial identity

fosters to strive ideas to express personal beliefs. This, in turn, is manifested by the rejection of following commands directed by others. Although some pilots have a positive experience within their pilot profession, many circumvent the lack of independence, leading them to procure limited enjoyment towards their occupational identity but not willing to relinquish their profession. Similarly, personal perception has been pointed out to be prevalent in multiple identities. Respondents instrumentalize the entrepreneurial identity to subsidize personal interests. In a narrow view, the entrepreneurial identity appeals to the cognitive side of creativity while exploiting innovative ideas to opportunities that seize an identification to the individual self. Hence, this leads to the next category, namely the life experience. Respondents explicate how the entrepreneurial identity has brought them security and stability in uncertain environments. By having financial stability through their occupational identity and concurrently following a way of expressing their own identity, the ability to strike operational and strategic activities satisfies the needs of hybrid entrepreneurs.

Legitimacy signifies the magnitude of external factors. The notion has a prevalent and acquainted centrality when it comes to hybrid identities. Results in the study showcase that the first step in gaining legitimacy and thus ensuring the process of role integration is to retain educational degrees for both occupations. Therefore, legitimacy controls the dynamics between and among role identities. The concept of legitimacy is proffered by the extent of social capital and the ability to anticipate authenticity towards social communities.

Liminality connotes how hybrids oscillate between two role identities, causing them to lose the complete affiliation for both social groups. In this regard, the phenomenon of liminality is strongly related to the hybrid identity while being affected by the entrepreneurial-and social role identity. Consequently, hybrids can encounter an identity crisis when a determined social orientation is absent. Many participants replicate a low identification towards their social groups, resulting from different causes. While some will be excluded from their community, others cannot determine their future due to the lack of legitimacy. Contemplating the data structure, some hybrids devote the feeling of weighing between roles. To classify within communities, the affiliation to one role identity must surpass, enabling them to set priorities. Without advocating this process, hybrids come across an identity crisis that omits the progress of self-identification and dampens the action of role integration. Nonetheless, liminality can be a state of time and does not necessarily have to be the convention. Hybrids that surpassed the stage of liminality clearly distinguished between roles, owing to entrepreneurial intentions that erode the risk of identity crises.

The hybrid identity composed within the research contains key factors that conjoin occupational and entrepreneurial identity, encompassing affiliation to multiple identities, hobby replacement, the balance between roles, and finally, divergence in roles. The interviews have confirmed how hybrids can be affiliated with multiple identities while maintaining occupational roles. Despite potential identity crises, the designation to social groups can be present if legitimacy, a certain level of passion and flexibility exist. Therefore, the hybrid identity is denoted by hobby replacement. Double career entrepreneurs intentionally strike multiple paths to countervail their interest in nature. While in the present study, the pilot profession demonstrates personal self-fulfilment, it cannot gratify obtained beliefs granted from a prior profession. Subsequently, existing networks and educational degrees lead individuals to streamline uncertain dynamics and reap synergies that reinforce the balance between multiple identities. While certain professions are vulnerable to economic changes, the pilot profession is significantly affected by these fluctuations. Owing to this, individuals explore a way of offsetting impeded insecurities by the occupational identity. Advocating financial stability exacerbates the necessity for an entrepreneurial identity that serves as a detachment in complex times. The interviews validated the self-categorization process for multiple social groups. To operationally balance roles, pilots use before-handed schedules or furlough. This reinforces time management and decreases the risk of an identity crisis. While retaining social groups, hybrids encounter a natural transitional process of switching between roles without letting the social group be aware of it. In particular, the divergence in roles enables to develop an unaffected affiliation to both social groups without interchanging role duties. If roles identities would resemble, the proneness to liminality is higher. Accomplishing the daily transition increases the cognitive ability to change roles according to external environments and therefore embodies hybrid entrepreneurs into a new dimension of successful role integrations.

5. Findings

Although all participants are endowed to have two role identities, the antecedents of this phenomenon remain disseminated. The majority of pilots have different views on their double career identity as they perceive this process as something natural. In addition, engagement in entrepreneurship is motivated for different reasons. While some pilots use their additional occupation as a backup plan to be financially secured after economic fluctuations, others do not want to renounce their former educational degree eschewing not to waste existing resources. In a narrow view the balance between two role identities is related to many factors. Putting a lens on the aggregate dimensions, compiled in the data structure, provides some incentives in how hybrid entrepreneurship works in reality.

5.1 Social Role Identity

As composed in the literature review, the social role identity is a construct defined by a social group while sharing mutual beliefs, norms, and values (Stets & Burke, 2000, p. 225). To gather insights into this field of research, the study has divided the dimension into an entrepreneurial profession, role in the venture, prior professionalism, professional belonging, and social acknowledgement. All theoretical categories are inclined to identify how the social role is composed and further which social group maintains a higher affiliation.

Looking into the first two order concepts, the entrepreneurial profession is mostly delineated by forming three types of companies: software, consulting, and one-man companies. The role as an entrepreneur in the venture differs by participants, being the chairman of a company, an investor of multiple organizations, interviewees having a marketing responsibility and lastly, entrepreneurs with an established team. In fact, a strong connection between the former professionalism and the entrepreneurial profession exists. While some have a master specialization or business experience before piloting, others have been served in the military. Notably, in all cases, a prior professionalism has existed and led participants to preserve an entrepreneurial profession. To be more precise, one interviewee described:

“Before I joined Finnair, I studied at the University of Technology in Finland. I have a profession from telecommunications, and I used to work five years before I joined this Finnish Aviation Academy”

Moreover, the category of professional belonging countervails an understanding of how pilots classify themselves professionally. Concretely, it was of interest if the respondents consider themselves as a pilot or as an entrepreneur, and if a particular affiliation is present, how does this influence the association to social groups. The majority of the respondents designate their identity to the pilot profession. One interviewee underpins:

“I'm seeing myself more as a pilot because it is my dream job. But having this background from another industry gives me the chance to have something, on top of this pilot work. It's of course, more exciting”

However, having an additional view on the professional belonging, some respondents expressed their affiliation to both groups since they highly deviate from each other. Hence, pilots who follow professions that significantly differ in nature simplify role adoption and foster the adaptability to particular social role identities. To illustrate, one participant postulates:

“I think I belong to both of the groups. They are two completely different worlds and there's hardly any connection between them”

Looking into the category of social acknowledgement, it was of primary interest to assess how the social groups consider a hybrid entrepreneur from two different perspectives. The ambiguity in role identities has led to diverging behaviour depending on situations evoked by externalities. Many respondents shape their role identity according to the adoption of outer circumstances, meaning pilots discern the hybrid entrepreneur by what he brings to practice and appearance. Accordingly, the hybrid entrepreneur distinguishes between two role identities while only showcasing each for practical purposes. Consequently, commercial pilots consider hybrids as a part of the pilot community. In contrast, in the entrepreneurial community, they will be regarded as real entrepreneurs resulting from the unconsciousness of other professions. To exemplify, one respondent asserts:

“I'm not even sure if most of the people know that I have a side business, so they consider me as a pilot, but those who know then. I would say they consider me as a pilot primarily.”

While some social reactions remain positive, one respondent emphasized how judgemental the disclosure of entrepreneurial activities can be within the pilot community. Although piloting takes on 70 percent of average work time, estimated by answers from the respondents, some experienced rejection and intolerance.

“From the pilot's point of view, when I started talking about what I do during my free time, then I often get a response of, you're just here for fun, you don't really have to be a pilot, as you already have the income somewhere else. Sometimes I get the feeling that I'm playing it safe, that I have these two things going on”

The social role identity dimension represents how individuals can change their role identity according to the desired community they want to belong to. Cumulatively, both roles have been adopted by setting a clear embodiment between groups. While the prior profession is strongly related to the motives in engaging in entrepreneurship, it also shapes the social identity of the interviewees. In reference, most respondents maintained their former social role identity while obtaining a master's degree or having business experience in a specific occupation. This leads to the advantage of not creating but instead activating a new identity. Considerably, the reaction of social groups pertains questionable since, especially from an entrepreneurial side, the awareness of two occupations is entangled.

5.2 Legitimacy

While legitimacy pertains to a significant attribute in hybrid entrepreneurship, it acts as an essential criterion when considering the balance between two role identities. Primarily, the conduction of a different role identity requires a process of legitimation as otherwise, the nature of double career entrepreneurs remains elusive. In this regard, questions addressing the level of capabilities, the individual benefit, group designation and acceptance have tackled the first steps into a practical insight about the convergence of legitimacy and hybrid entrepreneurship.

The first theoretical category amplifies the justification of capabilities. Hybrid entrepreneurs have two occupations that leave clearance for many questions. Questions addressing this topic have been answered divergently. While the majority needed to prove their capabilities towards a desired social group, others perceived the process as not challenging endowed by networks that have legitimized their capabilities long ago. However, participants,

suffering from the object to convince clients or related stakeholders, discern this procedure as demanding while one respondent states:

“When I got my profession as a pilot, I wasn't getting enough work due to corona. When I was trying to come up with something from the engineering site, it was very difficult to justify as I had to make the people believe that I'm not going to jump in the pilot position directly when I have this one.”

However, many respondents used their social status to facilitate their entry into entrepreneurship. In a more holistic standing, professions that require a high level of responsibility are usually more valued by social groups than others. Some respondents experienced admiration and appreciation by disseminating their occupation as a pilot to stimulate the legitimacy process.

“I don't have to justify my capabilities as piloting gives you some reliability and people look at you differently because they have respect towards this job (...).”

In the same token, the category of individual benefit insists on the composition of different professions by conveying beneficial attributes learned from one profession transmitted to the second profession, thereby generating an impetus in the dynamics of role identities. While piloting will be described as an operational activity, entrepreneurial practices will be perceived as ‘brain capital’ and anticipate problem-solving and strategic thinking. Hence, one part of the respondents articulate to be advantaged by the accompaniment of two occupations.

“Pilots think logically and I'm a mathematic person, so in decision making with the production company, I can be more straightforward”

However, discrepancies among the responses have led the study to shed light on the divergence between roles. Most of the respondents consider piloting as inherently different from their entrepreneurial activities, and therefore they cannot codify any profound connection.

“There's very little connection between these two professions. I guess piloting is a very social job in a way that you are with another colleague for eight hours a day and you guide good conversations.”

As a part of legitimacy, the theoretical category group designation elaborates the role of identity in social groups by assessing how the respondents perceive this phenomenon. Concretely, it was of interest to understand if interviewees feel equally part of both social groups or if they are more accepted in one or the other. Responses could not envision an optimal direction as some elucidate to be more accepted by the pilot community explained by the time invested. In contrast, others feel excluded by their social group through engagement in entrepreneurial activities. Many participants encounter difficulties in answering questions regarding the group designation. Hence, they did not want to classify themselves into one social group, fearing that the determination of acceptance leads to the exacerbated feeling of betraying the other profession while recognizing the opinion as definite. Although some interviewees attribute their role identity to the pilot community, many others experienced losing their credibility while sharing their additional role with colleagues from the aviation industry.

“Sometimes I feel like I'm a little outsider in the pilot community as people think I am just doing it for fun”

The last theoretical category shaping the dimension of legitimacy is acceptance. The notion of acceptance delineates how individuals achieve acceptance while establishing two role identities. One primary factor includes the educational degree that validates the entrepreneurial profession. Many pilots replicate that the first step into entrepreneurship is to possess a degree that proves your capabilities. As discovered in the previous section, every participant conducted a business degree without exception. Besides, being a pilot gives you the prestige to be accepted by social groups as the pilot occupation tends to represent an authoritarian status among societies. Next, the network is a prevalent factor minimizing liabilities that otherwise needed to be borne. While the network is predominant for the reachability of stakeholders, some pilots engender a natural process of acceptance by spreading trust and reliance among their social groups. However, others, in turn, simplify their process of acceptance by consciously not telling people about their second profession and thereby protecting their integrity in favour of their social role identity.

The legitimacy dimension provides a profound insight into how the participants perceived each theoretical category individually. However, it also displays how difficult it is, for hybrids, to integrate double career identities when the social groups hinder the legitimization process and thereby impede the development of professional identities. While legitimacy is an essential criterion in balancing two role identities, the divergence between

responses is coherent. Although many participants face endeavours in legitimizing themselves as valuable member of a social group, other respondents encounter positive experiences and thereby circumvent an interfered identity process. An alignment of education, network, and prestige decisively strengthen the process of legitimacy and thus determines the velocity of affiliation to a social group.

5.3 Hybrid Role

Penetrating the third aggregate dimension, the hybrid role will be scrutinized practically. The dimension has been divided into five theoretical categories: influence on private life, personal perception, the divergence of roles, the balance between roles, and official declaration. In a substantive view, the questions addressing these categories seek to appraise how hybrids see themselves as who they are. Not only was the personal perception of oneself an interesting body of knowledge, but moreover, how the idealization of hybrids that possess dual identities are surpassing theoretical approaches in reality.

The category, influence on private life, identified how the respondents seized the process of two role identities. Although most participants consider the management of two roles as time-consuming, the function as an entrepreneur has always surpassed traditional job anticipations. Interviewees considered an entrepreneurial occupation as a permanent job in which you have to be available all the time, whereas being a pilot requires a controlled and well-defined schedule.

“As an entrepreneur, you're sort of working all the time, so it is very time consuming and there is not much time to spend on other things.”

However, the time invested in entrepreneurial practices has never been recognized as a controversial burden by any participant. Instead, the engagement in entrepreneurship was considered an opportunity to use flexible time efficiently and thereby combing two work environments in separate unities.

“I have more days off than other people do, so I can use the time more efficiently to invest in my own company. That makes my life busier but also more efficient.”

Next, the personal perception was strongly related to the definition of entrepreneurial selves. The literature postulates hybrids as “part-time entrepreneurs” that only invest the remaining time of their permanent job on entrepreneurial activities (Petrova, 2010, p. 474). Thereof, the interviewees’ perceptions have a prevailing importance. After conducting the interviews, most respondents delineate their entrepreneurial input as a hobby replacement. One respondent asserts:

“In their free time some people are hunting, hiking or whatever and I decided to become an entrepreneur”

However, although most participants possess the same opinion, others regard an entrepreneurial profession as a backup plan to be financially secured after economic changes. Many interviewees replicate the strictness of commercial piloting while running annual health checks that require passing. Setting high levels of physical and mental conditions exacerbates pilots' risk of losing their job.

“It is mostly a backup plan. I'm not pursuing a big bank account or something like that. I am more looking for a balanced lifestyle where I can have a certain level of income since piloting does not give me the security I need for the long-term.”

Besides, the third theoretical category implies how the professional roles differ by understanding the divergence in identities. The respondents continuously described both professions as inherently different from one another. While piloting is depicted as operational work requiring routine procedures, entrepreneurial work represents strategic thinking pooled with independent work duties. Participants recognize entrepreneurship as an identity development in which you are not exposed to hierarchal structures.

“As an entrepreneur, you evolve yourself on a daily basis seen as brain capital. As a pilot, you only need to get sick once and your career is over.”

In addition, the balance between two role identities illustrates the fourth theoretical category in the composed data structure. Although the classification directs the main research question, the centrality focuses on the resources that must exist to ensure the steadiness of both role identities. Expectedly, all respondents affirmed the need for efficient time management. Since

the aviation industry enables individuals to possess flexible working hours, some pilots exercise advantages from the flexibility of having their schedule beforehand and adjusting their entrepreneurial schedule accordingly. In contrast, some pointed out to procure furlough to oscillate a higher establishment in the venture creation. The last category related to the dimension mentioned above pertains to the official declaration towards external groups. Primarily, the respondents should express how they depict their own identity towards individuals that are not part of their social groups. If there is a coherent inclusion, respondents reveal how the designation to one identity is explained. Most respondents answered the question related to the main profession based on situated circumstances. Others defined gradations, enabling them to define personal priorities. In addition, some participants did not consider themselves as real entrepreneurs as they were not willing to predominantly focus on their entrepreneurial activities.

“It depends on the situation and who is asking as it's always something you need to consider. However, I don't really consider myself as a real entrepreneur.”

For the sake of simplicity, most hybrids present themselves as pilots without mentioning the side business to circumvent the need to explain themselves for questions they do not want to bear. Intriguingly, external circumstances can alter the personal perception of the own identity. To exemplify, one respondent postulates that due to the corona situation, he was restricted in flying, causing him to develop a lower affiliation to his pilot community. In fact, the time invested in an occupation can significantly influence the designation of an identity.

“At the moment, I don't really see myself as a pilot as due to corona I was mainly working at my side business. I feel that I'm not a sort of regular, full-time entrepreneur. For me, this is a very special way.”

The hybrid dimension deploys profundity into the nature of double career entrepreneurs. Although many similarities, primarily related to the definition of the entrepreneurial profession, have been detected, many respondents showcase diverging behaviour when it comes to their declaration of one's identity. Participants responded distinguishably to enquiries about their preferred role identity. Instead, the majority are inclined to react according to external factors by not classifying themselves into one role but instead adopting their identity to circumstances. Out of the sphere, pilots define their primary identity through the income engendered and time

invested. However, hybrids discern the piloting profession as unstable and construct a dynamic identity that is exploited with caution.

5.4 Liminality

Occupying the fourth aggregate dimension, liminality comprises potential role conflicts leading to an identity crisis, the transition between role identities, and finally, challenges and benefits encountered within the possession of double careers. Shedding light on the categories mentioned above opened prospects into the phenomena of liminality, which theorizes the situation in which an individual is entrenched between two identities impairing the definite recognition of a single role identity (Beech, 2010, p. 3).

The respondents were asked to describe their daily transitions between identities in the theoretical category, the transition between roles. All eight respondents denoted the transition as natural by missing the modification in identity and following an intuitive and effortless routine. Precisely, the interviewees avoid finding commonalities. Instead, they separated their professions by a visual instrument allowing them to embody the role in a physical form. Hence, the pilot uniform fosters the identification to the role identity in which respondents perceive this process as “you are what you wear”. This made a clear distinction between the entrepreneurial identity and the pilot identity while sustaining pleasure about the divergence in roles and using the deviation to facilitate the balance between occupations.

“Pilots wear uniforms that separates you from being a pilot and being a normal person. This helps the mindset to switch between the different roles you have. You automatically become a different person when you wear a uniform.”

Not only was the daily transition between roles an unforced and structured experience, but also potential role conflicts have not been unfolded by any participant. Although time-management has led to overlapping schedules, the interviewed pilots did not conceive time as a factor of role identity conflicts. Instead, they replicate that switching between identities is not a daily and conscious process. Hence, the switch in identities varies according to how much time is spent in each profession. Hybrids view their identity differently. Respondents elucidate to conjoin their roles into one identity in which the one that presently requires more time signifies a greater priority.

“I haven't discovered basically any conflicts and I don't see myself as someone who has two identities. Although I am managing two professions, both of them are a part of one identity. I just have to switch between my roles but that's something you always do.”

Looking into the third theoretical category within the aggregate dimension of liminality, the challenges of hybrid entrepreneurship showcase differences in reactions. The prevailing challenge for every participant was the schedule, resulting in time dilemmas. All pilots reveal that having conflicting agendas impede their business operations as the entrepreneurial profession needs to be pushed back due to contractual agreements with the piloting community. Although the schedule is managed beforehand, being an entrepreneur requires a higher commitment by holding higher responsibilities. The allocation of time and resources is a challenge every hybrid has been encountered. However, some respondents postulate that an entrepreneurial practice requires the own assessment of capabilities considering that preservation of resources needs to be reserved at any time. Additionally, one respondent expressed his concerns about the future. While continuously alternating between social groups, the complete identification of one social group is absent. The interviewee explicated to have a blurred picture of the future. Insofar, the respondent unfolded an insightful narrative on how hybrids crave the need for a stronger affiliation to a social group to manage priorities straightforwardly.

“The struggle is about to which side of the group I belong to more. I am nervous about the future and if I can handle both professions for the long term. If not, then I wouldn't know where I belong to.”

Subsequently, the benefits of hybrid entrepreneurship uncover commonalities in responses. From the piloting perspective, being a hybrid entrepreneur exposes four prevalent benefits: additional income, assurance, safety, and personal development. In the first place, every respondent awaits financial benefits from their entrepreneurial profession by financing their venture creation. Thereby they can generate additional income for the long-term while being resistant to economic uncertainties in the aviation industry. In the second place, the formal strictness in the piloting community has led individuals to become uncertain about the future, as prescribed regulations entail, to exemplify, the restriction of not exceeding the age of 60. Thus, the conduction of an entrepreneurial role provides assurance and safety to the respondents while generating risk-free settings regardless of age. Next to that, personal

development has stipulated insightful accounts into the progressive nature of hybrids. The majority of participants have conjectured to enlarge their experience through venture creation by elevating an open and tolerant mindset.

“At the moment, it's really blessing to have another job and in normal days without any catastrophe, I have two different suitcases, two different mindsets to balance out the stress burden”

The aggregate dimension demonstrates the different attributes forming the construct of liminality in this research. The interviews revealed that many respondents are situated in a liminal transition process in which they are insecure about affiliation to a definite social group. Although the vagueness in identity recognition evoked unclarity, many respondents contemplate the benefits of hybrid entrepreneurship as an opportunity to open their mindset while waiting for external circumstances forcing them to choose a primary role identity. The participants have merely detected challenges associated with hybrid entrepreneurship, except for efficient time management. However, the utility of uniforms has simplified the transition between roles, enabling a natural and uncomplicated process. While the interviewees have not recognized potential role conflicts, some individuals have questioned their identity. The ambiguity in roles leads to the absence of self-identification as some interviewees neglect to fully open up to a social group. Consequently, the engagement in entrepreneurial practices sophisticates an establishment of liminal identities resulting from the lack of reciprocal beliefs, leading the individuals to recognize these values in a different profession. As such, some interviewees replicate that merely the piloting job cannot satisfy their needs and interests. Instead, they find profound satisfaction in combining both professions by benefitting from each occupation differently.

5.5 External factors

The last aggregate dimension intends to identify potential factors influencing the transition to a hybrid profession. While internal dynamics have pooled the constructs of the first dimensions, the latter attempts to distinguish between external conditions that could lead individuals to become hybrid entrepreneurs. Owing to this, the aggregate dimension is shaped by the categories of motivation, entry into entrepreneurship, network importance, and age.

The motivations behind the entry into an entrepreneurial profession are manifold. While some respondents advocate financial stability during economic fluctuations, others are inclined to express themselves through entrepreneurship. The reason behind the first motivation is coherent. Being affected by economic changes, presently through the corona pandemic, has created a distorted picture of the pilot profession. The economic aspects are embedded with uncertainties among pilots, and the pressure on mental and physical well-being exacerbates the reliance on one occupation. Enduring a long-lasting pilot career has become a rarity for many individuals, countervailed by additional opportunities that secure the future.

“I needed to have a plan B as the aviation industry is vulnerable to economic fluctuations. Financial stability is an aspect I need to consider for the future. I could have one little accident and my career would be over”

Latter motivations are fastened in the self-expression of the respondents. As presented earlier, all participants own a business degree enabling them to possess prior knowledge and experience in a field of business that stipulates to be far away from piloting operations. Some respondents answered questions regarding their motivation relative to their former profession while incentivizing how to use existing resources without ruling out the piloting profession. In this vein, some respondents did not feel satisfied with the pilot profession. Instead, they searched for disciplines that challenge their mindset to express ideas, visions, and beliefs.

“I had a master’s degree, and I didn’t want it to be wasted. I want to express myself in a way that is not forced or controlled by anyone except myself. In the piloting community, you cannot express yourself, you cannot improvise, nor can you come up with your ideas. As an entrepreneur, you can do all that.”

Access to entrepreneurship can be complex and straightforwardly, depending on the perception of individuals. Respondents were asked how the entrance was experienced and if any difficulties hampered the process of becoming an entrepreneur. The frame of answers was embroiled between a complex and straightforward entry, depending on an established social capital. Most respondents delineated the process as simple if an established network is in place; otherwise, the entry is difficult and time-consuming. While the networks are part of social capital, all respondents postulated how vital networking is. Expectedly, some pilots developed their network before their current profession. The business experience enabled participants to

sophisticate their network so that it benefits their future for the long term. As such, interviewees replicated that social capital is an essential criterion for starting the business because it would have been unbearable to manage role identities simultaneously without it.

“Network is everything and luckily I could establish some networks before my piloting job. If I wouldn’t have my work experience and network, I probably wouldn’t have started this all”

Essentially was the profound examination in demographical factors intending to find a pattern representing hybrid entrepreneurs. All interviewed pilots were male individuals of an age between 32 until 48. In fact, the middle age group was expected to be the least inclined group of individuals to engage in entrepreneurship. However, respondents revealed different results. Interestingly, no female pilots were detected in this study while assessing external factors influencing the transition to hybrids. Questionably remains if males mostly execute the phenomena of hybrid entrepreneurship or if the observation unit is limited to a group that unanimously consists of males.

The last aggregate dimension represents how external factors can shape a pattern about hybrid entrepreneurs to determine commonalities that master the direction of role identities. While the respondents' age belongs to the group of middle-aged individuals, the gender is unanimously based on male participants. Besides, social capital signifies an essential criterion in the foundation of becoming an entrepreneur. The respondents reveal how their prior profession has led them to establish a network that favours their hybrid identity. However, without former networks, those respondents have experienced a challenging and demanding entry and therefore oscillate between both role identities, leading them to miss the attribution to any social group.

6. Discussion

The study has developed a qualitative research design in the sphere of eight semi-structured interviews tailored by the aviation industry. While interviewing pilots from a Finnair company, the research intends to demonstrate how hybrid entrepreneurs are balancing two role identities simultaneously, thereby revealing insights about the process of legitimacy and liminality. Therefore, observations and theoretical approaches will be compared.

6.1 Theoretical implications

The progressive identity of entrepreneurs is an enriching area of literature. While hybrids are theorized as part-time entrepreneurs (Petrova, 2010, p. 474) or individuals trying to experiment with business ideas through entrepreneurial practices (Asante et al., 2022, p. 2), the interviews showcase discrepancies and commonalities among theory and observations. In fact, most respondents view themselves as part-time entrepreneurs, being explained by the limited time invested in entrepreneurial activities. Not only the time invested has led participants to identify as part-time entrepreneurs but the function and formation as an entrepreneur. Many respondents run a business with only a few clients and employees. Some even described their venture as a “one-man business”, resulting in the uncertainty of entirely designating oneself to a real entrepreneurial identity. Interestingly, respondents who exert their entrepreneurial identity without any social members being part of that group, except a few clients, minimize the affiliation to an entrepreneurial identity. Therefore, a constructed social group cannot validate the role identity. Instead, the validation needs to be executed by the individual self, which erodes the self-categorization conjectured by Abrams & Hogg (2006).

Although some pilots are frightened of losing their pilot license due to medical restrictions, the majority sustain their occupational identity by nurturing passion and desire to the piloting community while expressing themselves through the entrepreneurial identity. Folta et al. (2012) noted that hybrids would be labelled as people who maintain low self-confidence considering that they do not want to engage themselves in entrepreneurship fully. Although this line of reasoning cannot be generalized, the study opposes this argumentation. Pilots' motivation in absorbing to entrepreneurial activities was not primarily their risk-averse behaviour. Instead, they developed an occupational identity to their prior profession before the pilot identity was established. Hence, the desire to follow an existing identity that has never been ruled out led individuals to combine their present profession with the occupation that was executed before. The uncertainty delineated in the literature is not inherently mistaken as the

current occupation signifies the primary influence on the nature of hybrid entrepreneurs. In fact, the respondents perceived the pilot profession as uncertain. While medical conditions have a prevailing role in the execution of the profession, the age, and the ability to be resistant towards mental and psychical pressure, amplifies insecure dynamics among their identity. Therefore, it is questionable if the uncertainty adheres within the essence of hybrids or if the tension is caused by the present profession, which precedes individuals to follow double careers. The pilot profession enables flexibility in time and resources. Individuals are making use of the flexibility strike to become hybrid entrepreneurs. Questionable remains if the involvement in multiple domains depends on the opportunities that the current occupation is facilitating or if the entrepreneurial identity is advanced without any affection of external circumstances.

Additionally, hybrids make use of strategies that reinforce their integration of roles. To exemplify, many respondents avoid telling external people about their second profession. Precisely, the role as an entrepreneur awaits a challenging and demanding process of acquiring clients and potential business partners. Hiding the fact of an additional occupation has led to the robustness of capabilities, which reinforced their business. In contrast, other respondents instrumentalized their pilot profession to accelerate their legitimization process. While some withhold their double identities, others exercise social acknowledgement through work identities empowered as socially constructed groupings such as police officers, medical practitioners, or lawyers. This, in turn, authorizes a way of gaining trust and security and thereby disseminating credibility among social members. Furthermore, the divergence between roles has been pointed out to become a strategy in conducting multiple identities. In contrast, Guo et al. (2019) postulate that the assurance of an effective role integration is implied through the alignment of objectives. The findings deviate from this approach. Pilots prefer to possess inherently different roles, resulting in diverging goals to clearly distinguish between two work environments. Balancing role identities requires the steadiness between operational and strategic thinking. While piloting will be perceived as functional work, entrepreneurial professions anticipate strategic thinking as a part of brain capital. Having both combined enables to create synergies that balance two role identities. Hybrids, consequently, are not aiming for professions that are comparable in nature. Instead, they seek domains that stimulate brain activities that will not be challenged in their current profession. However, to ensure the legitimacy process, some hybrid entrepreneurs pretend to follow identical beliefs to perform according to expectations formed by their communities explained by the theory of Caza et al. (2018). For this reason, double career entrepreneurs can integrate themselves into desired roles

while having a clear and sometimes different objective in mind. To exemplify, several respondents revealed hiding their piloting identity in their LinkedIn account to reach more business partners. In contrast, others do not make their identities narratives for social groups and oppose giving disclosures that maintain their privacy. Indeed, some inconsistencies between theories and observations are coherent and direct the study into research gaps. Although most respondents favour the divergence in role identities, strategies can only be as effective as the other profession is allowing them to become.

The present research showcases that not the geographical environment is a significant factor but the economic stability of a particular profession. In fact, Finland has a stable economy (Schienstock, 2004, p. 104). However, the aviation industry is vulnerable to economic fluctuations and therefore demonstrates a high level of uncertainty. While most respondents are securing their family and future from financial loss, others remain passionate and inspired by the independence of the entrepreneurial identity. The motivation for becoming a hybrid entrepreneur has recalled numerous commonalities between theory and observations. Many respondents expressed their insecurity about losing their job due to economic changes caused by the corona pandemic or the additional opportunity of time enabled by the furlough. While some pilots benefit from the flexibility, others replicate an incomplete identity by not being fulfilled with operational work duties executed in the piloting community. In addition, supplementary motivations shaped the nature of hybrids. Respondents reveal to miss the participation in their ideas and visions. A lack of creativity triggers the need to express self-identity through intangible forms. Concretely, many interviewees opened up to the construct of self-realization, explained by Tornikoski et al. (2015), in which individuals seek to identify themselves through an entrepreneurial profession. In this regard, the entrepreneurial identity countervails the self-esteem of hybrids by amplifying self-confidence through the validation of social groups. While the piloting job is highly focused and pressured, it does not provide individuals with self-identification resulting from the recognition of passion relative to entrepreneurial professions described by Cardon and her colleagues (2009). In a more holistic standing, hybrid entrepreneurs retain passion and desire for opportunities that reinforce their self-esteem while being validated and acknowledged by social groups. Moreover, it demonstrates the own categorization of selves through evolving multiple identities to realize emotionally embedded goals. Consequently, hybrids categorize their existing occupational identity into possibilities on how to control their lives by finding enjoyment in the pilot identity but lacking the prospects of developing self-determination in a way that oscillates new skills, values, and mindsets.

In alignment with the statements from the study of Guo et al. (2019), an effective role integration requires high flexibility in cognitive performance and the level of creativity. While the respondents facilitate flexibility by the pilot profession, the time remaining can be invested in entrepreneurial practices. Flexibility, in turn, enables to pervasively into an entrepreneurial identity which is granted through individuals possessing enough creativity to make use of these advantages. In this vein, flexibility is an additional benefit provided by an occupational identity and embodies a precondition for effective role integration.

The majority of respondents uncover to be inflicted with expressing themselves through the entrepreneurial identity. As stated by Bögenbold (2018), individuals with multiple identities demonstrate a higher ability to react to changing environments as the development of multiple identities is derived from unstable environments. While the uncertainty has led pilots to follow innovative opportunities, some individuals experienced self-identification with an entrepreneurial profession that has not to be discovered before. As such, hybrids avail their role integration by anticipating behaviour through common beliefs or values to act upon the expectations of a social group. In a narrow view, hybrids enable higher reachability for resources and social capital, particularly networks, as they easily absorb externalities. In line with the study of Luc et al. (2018), the present research exposes a high level of education for hybrid entrepreneurship. With no exception, all respondents performed multiple business degrees and complemented their careers with the pilot license. This, therefore, reinforced their capabilities in establishing social capital that is conductively higher than for traditional entrepreneurs. While conventional entrepreneurs are generally focusing on one target, hybrids possess multiple objectives leading them to foster additional capital in monetary and non-monetary form.

Pilots endorsing this argumentation encourage educational degrees that legitimize their belonging to communities. Indeed, the financial aspect pertains to a prevailing benefit. However, increasing the adaptability to different roles has endorsed the learning activity of hybrids. It thereby affirms the study of Raffiee and Feng (2014) that stipulate how hybrids enlarge their potential to make opportunities more feasible. On the contrary side, the challenges evoked through the phenomena of hybrid entrepreneurship moot consistencies with the research of Caza et al. (2017) by anticipating a low level of authenticity. Some respondents expose how social groups believe that common values and norms will be shared to simplify the legitimacy process. To exemplify, pilots reveal to lose their credibility if they expose their occupational identity to their entrepreneurial community. Hence, they prefer to keep their occupational identity for themselves. Although this process evokes role identity crises, the

respondents have not affirmed this assumption. Instead, they distinguish between roles and expectations that are not harming the entrepreneurial identity. Following the strategies discussed earlier, amplify their recognition of role identities, and eliminate challenges. However, the risk of an unsuccessful role integration always exists, as the procedure of integration depends on the individual self and his willingness to make trade-offs.

Putting a lens on external factors influencing the nature of hybrid entrepreneurship, discrepancies are indubitable. Patterson & Mavin (2009) claim to see a higher probability for females to engage in the entrepreneurial profession and manifest the desired independence resulting from stereotypical values. The present study opposes this argumentation as all interviewees pertain to a male sex category. However, since occupational identity is an influential factor to consider, the pilot profession can cause these dynamics. Therefore, it remains questionable whether the entrepreneurial profession is derived by gender categories and consequently crucial for establishing a hybrid identity or if the environment of the present profession, namely piloting, directs gender stereotypes. In addition, the demographic factor age has been determining the level of social values postulated by Brieger et al. (2020). While the authors claim that younger and older individuals are more likely to become entrepreneurs, the study showcase differences. The youngest interviewed participant was 32 years old, whereas the oldest pertains to an age of 48. Interestingly, all participants have family and children in a phase of life that usually awaits financial and emotional stability. However, the research opposes the argumentation of Thorgren et al. (2014), who elucidates how age demonstrates a motive for entrepreneurial passion. Respondents reveal that age has not a significant influence on engagement in entrepreneurship. Instead, the passion and motivation are rooted in personal characteristics and external factors resulting from unstable markets. Besides, social capital demonstrates one of the primary reasons individuals develop an entrepreneurial identity. While all respondents possess an established educational degree or related business experience, an existing network has facilitated the involvement into self-employment, affirming the study of Guo et al. (2019). Social capital is the key criterion for minimizing “the liability of newness”, explained by Park & Bae (2020). In fact, the interviewed hybrid entrepreneurs used their prior contacts while reaching clients and business partners through their established social capital.

6.2 Practical implications

The present research stipulates insightful recommendations for practical use. To begin with, the study increases the awareness about hybrid entrepreneurs by emphasizing the

phenomena of liminality and legitimacy and thereby expanding the scope of research. While pilots represent a manager-employee situation, the results apply to other industries. Managers can circumvent challenges and establish strategies that optimize an effective role integration. This, in turn, fosters the constructional process of hybrid entrepreneurs by acquiring knowledge about relevant factors that influence the progressivity of role identities.

7. Limitations

The study provides insightful knowledge about the nature of hybrid entrepreneurship but leaves clearance for future research caused by several limitations.

In the first place, the study uses secondary data from scientific articles complemented by eight semi-structured interviews. The unit of observation was embodied by pilots from the Finnair company, based in Europe. Due to resource constraints, only eight interviews have been conducted, which decreases the validity of the research. Hybrid entrepreneurship is a subject that is spread across different individuals. The lack of data availability reduces the validity to such an extent that it remains questionable whether the results can be transferred to other social groups. While piloting is still a fragile job, other professions are anchored in different places and environments. Future research could expand knowledge by analysing different social groups and occupations on the hybrid identity, intended to enlarge the validity.

In the second place, the interviews were carried out at a time that was heavily influenced by economic fluctuations. Due to the corona pandemic, new dynamics have shaped the economy and affected individuals differently. It remains questionable whether the timing of the study influences the results and thus increases the proneness to contemporary answers from the interviewees. Therefore, the study suggests narrowing the topic down by lengthening the period enough to improve the overall reliability. To exemplify, longitudinal research could provide more profundity into the nature of hybrid entrepreneurs by observing the change in behaviour and anticipating strategies to balance different role identities. While the strategies are strongly linked to the phenomena of legitimacy, the changes in social groups could shed light on how single professions influence the dynamics of hybrid identities.

The study mainly focuses on the construction process of hybrid identities to identify valuable insights into balancing dual careers. However, the interviews were conducted from individuals who first established a professional identity and then supplemented an entrepreneurial identity to their career. It is therefore recommended to encompass the research by focusing on different perspectives. Investigating hybrids that developed an entrepreneurial

identity before the occupational identity will help to understand whether specific patterns exist that define the nature of hybrids. In this regard, future research could enrich the literature by focusing on the transformative rather than the constructive process of hybrid identities.

8. Conclusion

Hybrid entrepreneurship is an enriching area of literature that is inevitably affected by other phenomena such as legitimacy and liminality. The ability to strike two occupations and establish an occupational and entrepreneurial identity has led to innovative opportunities in times of changing environments. Although the conduction of multiple identities is related to many challenges, especially in terms of potential identity crises, the benefits associated with hybrid identities surpass greater success. Developing multiple identities requires an aggravated look into an effective role integration that pertains to the subject of liminality. While hybrid entrepreneurs have not taken on centrality in the literature, research gaps exist that tackle the inconsistencies among theories resulting from the lack of practical examples. As such, the present research has focused on a data analysis derived from eight semi-structured interviews contemplating pilots from a Finnair company that possess an entrepreneurial profession, despite their current occupation. Hence, the study is accompanied by the following research question: "How does a dual career entrepreneur strike the balance between two professions?". By encountering answers to this question, challenges, benefits, external factors, and the concepts of legitimacy and liminality have guided the stream of research. Understanding the correlation between these constructs streamlines strategies in an effective role integration and thereby acquires novelty about the steadiness between two professions.

The first key finding encompasses the benefits and challenges of hybrid entrepreneurship, enabling answering the first two sub-questions. While the literature focuses on effective role integration and the ability to be resistant to dynamic markets, the interviews shed light on the self-development process. The results reveal how hybrids make use of existing social capital while exploiting opportunities that stimulate their self-identification process. Therefore, hybrids are not always willing to embrace their financial capital but instead, they incentivize a way of expressing their own beliefs. While effective role integration has abolished the redundancy, hybrids devote their effective role integration to provoke discrepancies between social roles. Therefore, the study indicates that the process of role integration gets easier if no unanimity between desired role identities exists. This, in turn, explicates the flexibility in cognitive behaviour that hybrids possess. Subsequently, the main benefits for

hybrids tackle economic stability and the ability to exploit opportunities in a way that facilitates role integrations in uncertain markets. Challenges include vulnerability to identity crises, constraints in social capital and associated burdens of legitimacy by social communities.

The second key finding refers to legitimacy and the correlation between hybrid identities. In the hybrid entrepreneurship literature, legitimacy has no sophisticated centrality, although it embodies a key criterion for establishing an entrepreneurial identity. The research revealed how legitimacy influences the self-identification process to a role and consequently the affiliation of a social group. While individuals use educational degrees to legitimize themselves, others exert their capabilities by transmitting business experience gained from prior professions. In fact, the process of legitimacy is a precondition for being a part of a social community. However, the legitimization strategies differ among hybrids. Some hybrids avoid disclosing their occupational identity. Others make use of it and instrumentalize their social prestige to disperse credibility. Regardless of which strategy individuals pursue, legitimacy masters the construction of hybrid identities by scrutinizing if social communities grant involvement.

The third key finding refers to the phenomena of liminality that tackle the third sub-question, defining the potential for role identity crises. First, the research indicates how hybrids must decide between priorities to establish an affiliation to a social group. Individuals who challenge defining their entrepreneurial identity are embedded in an identity crisis, leading them to miss affiliation with both social groups. Second, the study examined how the lack of self-identification can lead to an ineffective role integration, steering individuals to make ill-conceived decisions. As such, role identity crises exist but only to the extent that effective role integrations are guaranteed for both social communities. Therefore, the research suggests defining entrepreneurial intentions to facilitate the association and identification of social groups.

The research has tackled different theoretical concepts to find answers implicated in the balance between two professions. As such, the balance between role identities depends on the social group that determines the progression of integration. Hybrids must devise strategies to legitimize their role in the desired communities without losing credibility. While credibility depends on many factors, the strategy is rooted in social capital such as networks and the motivation to avail trade-offs. An effective role integration is granted by the personal and professional flexibility enacted through external factors and the willingness to compromise. Owing to this, the steadiness of double career entrepreneurs adheres within the construction process of hybrid identities that are practically complemented through the model illustrated in

figure 3. This contributes as practical guidance for future research by contemplating the progressive nature of hybrid entrepreneurs.

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Appendix 1: Interview coding – Group 1

Interview 1	Interview 2	Interview 3	Interview 4	Rephrasing code	Overarching category	
involved in two different private companies, one in brewing and one in aviation training business	I decided to continue with my former company as a consultant	set up an own consulting company that started last year	I am 1/4 owner of a small paddle business (new tennis-like game), we have 2 outside courts, with an automatic reservation system.	Entrepreneurial profession	Social role identity	
function of chairman of the board	This my company, I'm running myself. I'm owning it 100 percent myself. I started with venture creation 2020.	I'm an owner and chairman in my consulting company	We are four people, and we are kind of splitting all the tasks. In a way that all of us are doing the same things	Role in venture		
I was working for military before	before I joined Finnair, I studied at University of Technology in Finland. I have a profession from telecommunications, and I used to work five years before I joined this Finnish Aviation Academy	Master of Science in an industrial management. I've been working for big corporations and start-ups.	I have a master's in business economics, but I don't have much experience at that field, because when I finished my university almost at the same time I started working as a pilot.	Prior professionalism		
aviation, that's the first is the strongest involved	I'm seeing myself more as a pilot because it is my dream job. But having this background from another industry gives me the chance to have something, on top of this pilot work. It's of course, more exciting	I've been representing pilots also publicly. I've been able to act as a voice of pilots, finished pilots, for example, in TV interviews. So, then I'm definitely a pilot.	More on the pilot because this is only a side business	Professional belonging		
I would say, intrigued mostly	I would say that they have this thought as a pilot in top of their head and only consider me as one	Pilots consider me pilot. in pilot community, there are quite many people who are working in other fields as well. My side business also knows that I'm not capable of giving them 100 percent of my time. But as long as the other people and I understand the limitation, then it's up to them.	I'm not even sure if most of the people know that I have a side business, so they consider me as a pilot, but those who know then. I would say they consider me as a pilot primarily.	Social acknowledgment		
it's like fortifying this sensation that people are	When I got my profession as a pilot, I wasn't getting	they bear, but it was kind of a it would have been the same	We don't have that kind of situation that someone would be	Level of capabilities		Legitimacy

absolutely not questioning.	enough work due to corona. When I was trying to come up with something from the engineering site, it was very difficult to justify as I had to make the people believe that I'm not going to jump in the pilot position directly when I have this one	without the pilot profession in a way that. if I don't tell the least part of my story to other people, it's mostly because I don't want to bring this issue in as a topic because we have something else that I want to discuss with them	like questioning our capabilities		
Flexibility through corona enabled more engagement in side business	there is no direct benefit on that because they are, after all, very much different industries	in business there has been a lot of cases when we are talking about the quality, and processes. in the aviation and flying, I've been also active in in-flight safety issues, and that's pretty much how the processes in their lives are done and how people can follow the procedures.	Not directly, not because I'm a pilot, but like. I would say a risk management, something like that will give some advantage. pilots cannot be persons that stress too much. So maybe that's something that. Helped between these two professions.	Individual benefit	
I would say you are equally	More as a pilot because it is more part of my identity and being a pilot is more unique. I'm not hiding it anyway, but it's not the first thing to talk about two occupations	At the moment, I'm more kind of fully integrated in the pilot community because I was some years away from the business side.	the people I'm doing business with, I mean, my colleagues, they are my friends, so. I'm accepted by them. Also, I'm excited to be accepted by the pilot group, so like I would say yes, equally.	Group designation	
But it is something, which you just have to let go by time, you can't so easily get the acceptance of the audience	if I would need to change customers I'm working for as an entrepreneur now, I would need to justify it more	what I was very lucky about was that I kind of ended up working with the same people that I was working before I started to fly full time. So they kind of knew me or enough. So I didn't have to sell myself	The thing is, I've done the university with like business, so. I have been interested of entrepreneurialism before	Acceptance	
I pretty much don't have any free time at all. I haven't had a vacation for 10 years now. The most difficult thing is switching to this other mode.	it affects me as a person but during the pandemic time you have more flexibility to get involved activities	It opens one's mind in a way that you see things from different perspectives, and I find it really interesting. You become more effective or efficient also	I have more days off than other people do, so I can use the time more efficiently to invest in my own company. That makes my life busier but also more efficient.	Influence on private life	Hybrid role

It's almost like my free time	I can decide for myself how much time I am investing	it just widens the thinking	It is something I do as a hobby	Personal perception	
Piloting is you just go there and do what you are supposed to do. somebody gives you the instructions and you have to perform	Piloting is fully like operational; we just fly from A to B and we go to work one hour before the scheduled departure time and it is regulated. On business side, I am a specialist in consulting. it's technical stuff and daily work is changing.	Being a pilot is you don't have that kind of freedom of choosing yourself what exactly to do and where to pursue it. in the business world you have bigger responsibility of what you are doing yourself. If you if you have a good vision on some issue, then then you are promoting this vision.	Being a pilot is like day job. And being an entrepreneur is in a way, a hobby, because it doesn't give that much money, and it takes some time.	Divergence of roles	
it's an allocation of the resource time, in my case	it's up to me how I want to divide the time. As a pilot you don't work every day.	I separate which side I am doing. So then then I have a mental framework in my head that how I should kind of approach things	With piloting, I will have my monthly rosters, so I know in advance what days I'm working. So, I need to balance with those days	Balance between two roles	
I turned on the pilot. It's the easiest way. If you start telling them that you have that business, then they start asking about the business.	I would say, Pilot. I am considering myself as a part-time entrepreneur because Finnair has pension plans like health care that gives me stability	you can be both. : Maybe it depends where I am and who is asking basically. If my company would kind of fail completely, then that wouldn't ruin my economy. that I'm not taking as much risk as a kind of a company would need to take. I	I'm a pilot primarily but I would say I'm a real entrepreneur, but it is, in a way, quite small business, so , it's all also like a hobby	Official declaration	
it's operational work. You just do the job and then it's done. maybe it is kind of programming yourself. . I just have to kind of make up my mind, what am I going to do and what date?	Of course, I need to switch mode a bit each day, but I don't see that that difficult	if I really need to concentrate on something, then changing needs to be focused	I actually don't like to think about it in that way. Like, I don't care, I just do it.	Transition to roles	
Never experienced role conflicts	I haven't discovered basically any conflicts and I don't see myself as someone who has two identities. Although I am managing two professions, both of them are a part of one identity. I just	mostly it's time related	when I'm piloting, I cannot be used for the other business. And then my business colleagues, we have different educations, so that has been sometimes a bit of a problem because we have been like talking	Role conflicts	Liminality

	have to switch between my roles but that's something you always do.		about some investment and then. We have been having different ideas		
that is the question of this time allocation. What kind of resources I should have. Are there enough days in or hours to work on the stuff planned?	when I had to make sure that this pilot profession is not affecting the relationship between me and my client, but the fact that I used to work for them directly before, there wasn't this big issue	challenges may arise if you have a conflicting agendas.	the biggest challenge is the schedule	Challenges	
the biggest benefit is the I would say, maybe the mental competence. I mean, you have basically all the social networks you get and you kind of get into the fields of like brewing and aviation	Better income and I challenge myself more	Mental and economic benefits due to enlargement of soft skills and financial benefits	getting some life experience	Benefits	
Financial independence, personal growth, social networks, and family background	the health care and pension and things like that, I don't need to worry about them, so it's easier for me. when I have this some extra time and I have the profession and basically the company who was my client, now they were not willing to hire me directly. This was the best way to do it. at least in Finland, it's giving you better control	able to combine the best of the two worlds and economic stability. The pandemic gave me kind of some extra time and exacerbated my financial situation	main motivation was to get some challenge in my life	Motivation	External factors
Well, it's rather difficult. I mean, financially at first, it's really challenging	it's quite easy these days	actual process is simple, mental process is bigger than that	sport was getting so popular, and people were paying good money to the court. somewhere in the entry was difficult because it's in a way a big decision and a lot of work and bureaucracy.	Entry in entrepreneurship	
When you get to know something, and you just find it interesting and then you just want to be involved by people	It was quite easy because the network existed already.	Having existing network made entry easier	In this kind of business, you don't need to have like. Network in a traditional business kind of way	Network importance	

that bring you further.					
In October, I'm going to be 40	I am 38 years old	know I'm 48 at the moment	I am 32.	Age	

Appendix 2: Interview coding – Group 2

Interview 5	Interview 6	Interview 7	Interview 8	Rephrasing code	Overarching category
I have my own company or small business from 2013 and then I build houses, renovate houses	I started my first company 10 years ago, and I've been more involved the past five years	I founded my software company about a bit more than 20 years ago	I'm working as a consultant. . I'm only employing myself. I'm working for a bank and at the moment I'm working on risk management	Entrepreneurial profession	Social role identity
Chairman basically and it's only a one-man company	in the company I am responsible for marketing, brand design and brand building. . And then I've been in a partner in three different restaurants, so my job was always to build the website and like social media and videos and so on, develop the brand.	I'm the chairman of the board of that company through my ownership, I gain from the success of the company, but I am not raising any salary	Owner of the company because there was a point that I couldn't commit to full time for the financial sector. And the only way I saw this possible and actually the bank also said that if I wanted to continue, the best way was to form your own company	Role in venture	
I've basically worked with real estates on building stuff for my whole life, I don't have any former education for that, but I have a degree from a business school	I studied at the University of Technology with a Master of Science in industrial engineering,	I was interested in human factors, basically why people fail and why teams fail and why what we can do to support their success. I did a master's degree in Cranfield University in the UK about human factors and safety assessment	I had like previous experience on the financial sector and the Nordic Group and Investment Management	Prior professionalism	
I don't know. It's somewhere in between. if I have to choose, it would be pilot, if I only consider the income aspect	if we're in the in a cockpit, talking to colleagues, I say I'm an entrepreneur and if we're at some place where there's new people or something, I might easily just say that I'm a pilot	I'm a professional pilot, that's for sure, but also, I consider myself as an entrepreneur. it's kind of a double role in a way	I think I belong to both of the groups. They are two completely different worlds and there's hardly any connection between them	Professional belonging	
Others consider me as a pilot	From the pilot's point of view, when I started talking about what I do	while we are working, I bet they consider me as their colleague, for sure.	They are giving respect to people who actually have something else and	Social acknowledgment	

	during my free time, then I often get a response of, you're just here for fun, you don't really have to be a pilot, as you already have the income somewhere else. Sometimes I get that feeling that I'm playing it safe, that I have these two things going on	And but it's probably kind of giving me some additional credit	have a broader perspective for life and work life		
I don't have to justify my capabilities as piloting gives you some reliability and people look at you differently, because they have respect towards this job. However, I need a degree in the real estate business, as I need to have something to show.	I normally don't tell people that I'm a pilot to avoid justifying myself and my capabilities towards by business	I think it provides me a kind of benefit as being a pilot because especially when I'm working in the field of safety many companies and people who are responsible of safety, they understand that aviation is the ultra-safe industry	I'm not sure if it might affect that I am a pilot, it might not affect that I'm putting it off. Even if I wasn't a pilot, I would still have to convince new clients of the skills.	Level of capabilities	
you can show some sort of trustworthiness, and stress management skills	pilot thinks logically and I'm a mathematic person, so in decision making with knowledge with the production company, I can be more straightforward	People want to hear the airline captain talking about safety. So even though I wouldn't have any degree, probably that would legitimize me being a speaker off of safety and is definitely good.	there's very little connection between these two. I guess piloting is a very social job in a way that you are with another colleague for eight hours a day and you guide good conversations.	Individual benefit	Legitimacy
I haven't really thought it that way. I guess it's more or less in my own mind where the struggle is going to which side, I belong to more	sometimes I feel like I'm a little outsider in the pilot community as people think I am just doing it for fun	I think I belong to both groups, as I can relate both occupations	the time spent on the job affects that. I feel I'm accepted on both	Group designation	
It's a little bit difficult to answer because I'm sort of grown in both worlds at the same time.	in LinkedIn, I've taken away the headline or whatever that says your occupation. I just have a creative entrepreneur, and nothing mentioned to being a pilot. I don't want to change myself to get more credibility, I prefer that actions speak louder than words	Being a pilot gives you some prestige and actually helps to get more accepted by the group you want to enter	No, I don't have to do anything to make people accept me.	Acceptance	
That's something you don't have when	you're an entrepreneur at	It is more time consuming and	As an entrepreneur, you're sort of	Influence on private life	Hybrid role

you have things going on. But then again, I don't really miss that	twenty-four, seven or basically you're working for yourself and most of the time by yourself.	therefore it must be organized very well.	working all the time, so it is very time consuming and there is not much time to spend on other things		
I have the opportunity to not do anything if I don't like to. Being an entrepreneur is like a hobby	In their free time some people are hunting, hiking or whatever and I decided to become an entrepreneur	I consider it as a hobby replacement	It is mostly a backup plan. I'm not pursuing a big bank account or something like that. I am more looking for a balanced lifestyle where I can have a certain level of income since piloting does not give me the security, I need for the long-term	Personal perception	
the biggest difference is that working as an entrepreneur, you're more or less doing some sort of problem solving all the time and managing different kind of things.	Piloting is operational work. You go there, wear the uniform and after you leave the work is done. Being an entrepreneur is a 24/7 job	As an entrepreneur you evolve yourself on a daily basis seen as brain capital. As a pilot, you only need to get sick once and your career is over.	the roles are very different here, and piloting is very hierarchical nature the finance sector, it's more creative as you have a bigger role on the outcome	Divergence of roles	
I don't have a strategy for balancing these two roles. I probably should figure out something.	As I have flexible working hours, I can plan my week beforehand and that's how it works for me	I have taken a lot of leave to be able to invest more time on my business but usually I have worked 50- 75 percent as a pilot	I have my schedule beforehand, so I try to adopt that to my side business and that works pretty well	Balance between two roles	
it depends on the situation and who is asking as it's always something you need to consider. However, I don't really consider myself as a real entrepreneur	I would say 65 percent entrepreneur and 35 percent pilot, but it also depends on who is asking	I consider myself now as a real entrepreneur because I have a team	At the moment, I don't really see myself as a pilot as due to corona I was mainly working at my side business. I feel that I'm not a sort of regular, full-time entrepreneur. For me, this is a very special way	Official declaration	
I guess it happens naturally	Pilots wear uniforms that separates you from being a pilot and being a normal person. This helps the mindset to switch between the different roles you have. You automatically become a different person when you wear a uniform	Quite natural.	I'm aware of it, but it's still very natural. It comes without thinking much	Transition to roles	Liminality theory

The time is always a conflicting factor	I haven't really because thanks to the uniform, the role switch is easier	in terms of time, there has been always this conflict	there hasn't been any conflicts	Role conflicts	Identity crisis
the struggle is about to which side of the group , I belong to more. I am nervous about the future and if I can handle both professions for the long-term. If not, then I wouldn't know where I belong to	Time consumption is the most crucial part of having dual roles. Schedules in piloting varies	for me, it was actually it was easier to start a company while working as a pilot, despite of the time	Although I can regulate my hours, it is still sometimes difficult to manage time, especially when you have kids	Challenges	
In times of corona, I had so much time which gave me the opportunity to invest more time in my side business. It's never getting boring	I want to keep my regular job to have an assurance to have safety. it gives you a broader perspective of the world	There was a lot of benefits in that situation because as a pilot you got this salary and the background, . It was quite risk free	. At the moment, , it's really blessing to have another job and in normal days without any catastrophe. I have two different suitcases, two different mindsets to balance out the stress burden	Benefits	External factors
I needed to have a plan B as the aviation industry is vulnerable for economic fluctuations. Financial stability is an aspect I need to consider for the future. I could have one little accident and my career would be over	I had a master's degree, and I didn't want it to be wasted- I want to express myself in a way that is not forced or controlled by anyone except myself. In the piloting community, you cannot really express yourself, you cannot improvise, nor can you come up with own ideas. As an entrepreneur, you can do all that.	being really interested about human, , I was also interested in in teaching because I was supposed to become a teacher,	it's more related than the labour market fluctuations here, flexibility as a regular employee would not be possible, having a backup plan for the financial sector	Motivation	
It was quite simple for me because it had been going on for ages	Easier because I had an existing network	it's a matter of attitude in many ways.	Pretty simple	Entry in entrepreneurship	
If I wouldn't have my work experience and network, I probably wouldn't have started this all	prior network influenced for sure. Because I have friends who are entrepreneurs and family, friends who are entrepreneurs. network is everything	Network is everything, but when I started, I didn't have a network, I had to build one	I already had quite a large network and , it would be a really, difficult to sell yourself if you don't know the right people	Network importance	
I'm 42 years old	I am 34	I am 46	I'm 40 years old	Age	

Appendix 3: Ethical Approval



APPROVED BMS EC RESEARCH PROJECT REQUEST

Dear researcher,

This is a notification from the BMS Ethics Committee concerning the web application form for the ethical review of research projects.

Requestnr. : 211038
Title : Double professional identities ? the progressive nature of entrepreneurial identities in the aviatio
Date of application : 2021-07-06
Researcher : Bayram, L.
Supervisor : Erkama, N.S.
Commission : Visser, M. de
Usage of SONA : N

Your research has been approved by the Ethics Committee.

The BMS ethical committee / Domain Humanities & Social Sciences has assessed the ethical aspects of your research project. On the basis of the information you provided, the committee does not have any ethical concerns regarding this research project.

It is your responsibility to ensure that the research is carried out in line with the information provided in the application you submitted for ethical review. If you make changes to the proposal that affect the approach to research on humans, you must resubmit the changed project or grant agreement to the ethical committee with these changes highlighted.