# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>LIST OF TABLES</th>
<th>x</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>xii</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION
- Rationale: 6
- Theoretical Overview: 7

## CHAPTER TWO: LITERATURE REVIEW
- Careers: 11
  - Non-Linear Careers: 13
  - Protean and Boundaryless Career: 15
  - Meaningfulness of Work: 19
  - Entrepreneurship: 22
- The Millennial Generational Cohort:
  - Demographic Parameters of the Millennial Generation: 33
  - Characteristics of Millennials: 36
    - The Influence of Media and Technology on Millennials: 38
    - Millennials’ Approach to Work: 39
    - Managing Multiple Generations in Organizational Life: 40
  - Global Millennials: 43
- Theoretical Framework: 44
  - Social Constructionism: 44
  - Communicative Constitution of Organization: 50
  - Sensemaking: 52
  - D/discourse: 55
- Statement of Hypotheses and Research Questions: 56

## CHAPTER THREE: METHOD
- Research Approach: 57
- Research Plan: 59
Phase 1: Discourse Analysis of Media’s Construction of Entrepreneurial Work .......................................................... 59

Phase 2: Interviews with Young, High-Tech Entrepreneurs .......................................................... 62
  Participants .................................................................................................................................. 62
  Procedures .................................................................................................................................. 64

Phase 3: Focus Group with Members of the Millennial Generation .................................................. 67
  Participants .................................................................................................................................. 68
  Procedures .................................................................................................................................. 69

Phase 4: Secondary Data Analysis of GEM Standards for Mixed-Methods Research ....................... 75

CHAPTER FOUR: RESULTS AND INTERPRETATIONS .................................................................................. 82
  D/discourses of Entrepreneurial Work .......................................................................................... 82
  Entrepreneurship as Resistance to Corporate Work .................................................................. 83
    Entrepreneurship as Resistance to Corporate Control .............................................................. 86
    Early Work Experiences as Formative in Shaping the Corporate Model .................................. 88
    Corporate Control over Employees’ Leisure Time ................................................................. 92
    Corporate Control over Employees’ Salaries .......................................................................... 94
    Corporate Control over When and Where Employees Work .................................................. 96
    Corporate Control over Managerial Style .............................................................................. 99
  Entrepreneurship as Resistance by Constructing Meaningfulness ........................................... 102
  Entrepreneurship as Spiritual ...................................................................................................... 102
  Entrepreneurship as “Having an Impact” .................................................................................. 108
  Entrepreneurship as “More than Just a Job” ........................................................................... 110
  Entrepreneurship as Resistance as a Rearticulation of Stability ............................................. 112
  Interpretation and Summary ........................................................................................................ 124
  Entrepreneurship as Exclusively High-Tech and White-Collar .............................................. 125
    Legends of Entrepreneurship: Bill Gates and Steve Jobs ....................................................... 125
    Draw-an-Entrepreneur Test (DAENT) Results ...................................................................... 128
    The Exclusion of Blue-Collar Workers ................................................................................... 141
    Interpretation and Summary ...................................................................................................... 145
  Summary of Findings .................................................................................................................... 146