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Bricolage – a systematic review, conceptualization, and research agenda

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ABSTRACT

The practice of bricolage, predominantly regarded as a strategy for innovation and overcoming constraints in resource-scarce environments, has garnered increased scholarly attention in recent years. This paper aims to consolidate the fragmented field by conducting a literature review of bricolage-focused research, offering an integrated perspective based on prior contributions. This serves to conceptualize and advance theory building on the subject, while simultaneously pinpointing gaps in the literature and proposing a roadmap for future research. A systematic literature review of 126 articles was carried out, utilizing the Web of Science as the primary data source. The focus was on clarifying the concept and its subtypes and examining common themes in existing literature to establish a cohesive conceptualization of bricolage. The primary finding is the conceptualization of a multi-level framework encompassing the who-when-how-what dimensions of bricolage, which can serve as a foundation for future research. Furthermore, we consolidate and present bricolage subtypes while questioning their utility in research and practice. Additionally, we analyse research trends over time and summarize the ongoing practical and conceptual discourse aimed at distinguishing bricolage from related, overlapping concepts. Finally, we provide recommendations for future research, facilitating the continued growth of the bricolage field in a harmonious manner.

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1. Introduction

His [the bricoleur's] first practical step is retrospective. He has to turn back to an already existent set made up of tools and materials, to consider or reconsider what it contains and, finally and above all, to engage in a sort of dialogue with it and, before choosing between them, to index the possible answers which the whole set can offer to his problem.

Lévi-Strauss, The Savage Mind, 1966

The concept of bricolage has garnered significant attention from researchers across various fields, particularly within entrepreneurship and innovation literature. Since 2000, 1487¹ articles (Web of Science) featuring bricolage as a main theme have been published in the Social Sciences Citation Index (as of November 21st, 2023), with over 50% of this body of work appearing within the last five years alone. In the dynamic ecosystem of entrepreneurship, bricolage emerges as an adaptive

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strategy where entrepreneurs continuously navigate constraints using available resources. This approach transcends traditional resource-based views, highlighting the entrepreneur's agility and capacity to innovate within limitations (Baker and Nelson 2005; Lévi-Strauss 1966). As the bricolage perspective gains increasing traction, and often demonstrative of its impact in regional contexts characterized by resource scarcity (Pina e Cunha et al. 2014; Sarkar 2018; Scazzioti et al. 2023; Senyard et al. 2014), scholars have subjected this concept to rigorous examination to facilitate empirical analysis. The COVID-19 pandemic has made it even more urgent to study and understand strategies such as bricolage which have contributed to overcoming constraints and crisis management (Kuckertz et al. 2020; Sarkar 2021).

Numerous contributions have explored various aspects and nuances of bricolage, inadvertently contributing to a fragmented understanding of the concept, and lacking an epistemological consensus hampers the opportunity for a better understanding of what constitutes bricolage. Therefore, synthesizing these contributions and organizing existing knowledge on bricolage is crucial for advancing academic comprehension and guiding future research (Crossan and Apaydin 2010; Grégoire and Cherchem 2020). Much of the bricolage literature is empirical, examining one or few themes within specific entrepreneurial contexts. While this deepens our understanding of certain facets of bricolage, it hinders the formation of a comprehensive, macro-level view.

Addressing these concerns and opportunities, our study aims to construct a holistic and multi-level understanding of bricolage, by answering to four lines of enquiry that attends to the who, when, how, and what of bricolage:

- (1) What type of actors (who) enact bricolage?
- (2) Under what circumstances (when) is bricolage most likely to occur?
- (3) How does the bricolage process unfold?
- (4) What are the outcomes of bricolage?

As such, we embark on a systematic review of 126 bricolage articles published in academic journals ranked in the 2021 Association of Business Schools Academic Journal Guide (AJG). By analysing these articles, we strive to synthesize relevant contributions, consolidate existing knowledge, and offer valuable insights.

Our research contributes to the bricolage literature in several ways: First, we contribute to the understanding of the various subtypes of bricolage, offering a potential new path for researchers seeking to build a cohesive knowledge base around this concept. Second, we introduce a framework comprising bricolage's primary elements – agent (bricoleur), context, processes, and outcomes, elucidating on the who, when, how and what of the concept – further spurring the exploration of their relationships. This approach enhances our comprehension of the concept's complexities and invites further investigation into their relationships. Third, by tracing the development of research topics in bricolage over the past decade and a half, the study provides a historical lens that helps contextualize current research and may hint at future trends. Additionally, our study brings out some of the similarities and differences between bricolage, with other sometimes related processes of causation, and effectuation. These insights are likely to provide more clarity in defining and distinguishing these related concepts.

In what follows, we begin with a contextualization of what bricolage is, based on current literature. We proceed with the description of our research methodology, followed by a synthesis and discussion of our findings, starting with a descriptive analysis of pertinent literature, and continuing through the remaining areas of inquiry. We conclude by discussing our review's contributions, identifying gaps in the literature, and proposing directions for future research.

2. What is bricolage?

Lévi-Strauss's 1966 introduction of bricolage, defined as 'making the most of available resources' (p. 17), remains a cornerstone in related research even after fifty-seven years. Following his foundational concept, Baker and Nelson's influential 2005 work further expanded on bricolage, describing it as "making do by applying combinations of the resources at hand to new problems and opportunities" (Baker & Nelson, 2005, p. 333). This refined definition, while still broad, gained traction among researchers and can be considered as another initial reference on what bricolage implies. The components of bricolage established by Baker and Nelson (2005): 'resources at hand', 'recombination of resources for new purposes', and 'making do', are still used as a guide for empirical research on the topic. Bricolage challenges and complements the traditional paradigms of entrepreneurship. It emphasizes resourcefulness over resource acquisition. Entrepreneurs practicing bricolage redefine problems based on available resources, pivoting from a 'what I need' to a 'what I have' mindset.

As there is an unspoken consensus on the definition of bricolage, most studies are focused on empirically exploring bricolage activities and intricacies in diverse entrepreneurial and corporate settings, usually in contexts of resource constraints (as a way to overcome constraints and innovate while contributing for local development). As such, integrating and extending the evidence found on bricolage studies within the context of regional studies, through a literature review, is an essential step for researchers to uncover valuable insights by creating a better understanding of bricolage's role in fostering innovation, entrepreneurship, and business.

3. Methodology

Our methodology is rooted in a systematic approach, beginning with an expansive search criterion, and subsequently refining based on depth and relevance. Each paper underwent rigorous content analysis, focusing on bricolage's definition, application, and contextual nuances. An analytical matrix, inspired by Wigren-Kristoferson et al. (2022), provides a comprehensive overview of our review process (Table 1).

As our database, we chose the Web of Science's Social Sciences Citation Index (SSCI), to identify a sample of representative articles of high-quality research on bricolage. This database is a reliable source in terms of selection standards of scholarly journals, and it is widely diffused amongst the academic community (Klang, Wallnöfer, and Hacklin 2014). We used the keyword 'bricol*' to search in topic (title, abstract and keywords), restricting the language to English and the document type to articles and reviews. Our search yielded a total of 1112 results (November 21st 2023).

In order to select the most pertinent body of research, we then proceeded to apply inclusion and exclusion criteria. First, we applied a criterion of quality and relevance appraisal by only including articles which were published in journals ranked in the 2021's Association of Business Schools Academic Journal Guide (AJG) (Claire, Lefebvre, and Ronteau 2020; Demir et al. 2020; Muñoz and Cohen 2018). A total of 550 articles passed this criterion. Second, we proceeded to read each article's

Table 1. Dimensions considered for the review.

Dimension	Explanation
Article data	Year of publication; journal; authors
Method	Conceptual, empirical quantitative, empirical qualitative, review or mixed-method
Context	Empirical geographic context and sample (when applicable)
Definition of bricolage	The view of bricolage by the author
Bricolage type	e.g., individual, collective, social, spatial, external, or others
Themes studied	Bricoleur, context, process, outcomes
Theories	Theories adopted in each study
Main findings	A summary of each article key findings
Additional notes	Information which did not fit in the previous categories but could be useful for inspiration in the discussion and future research agenda

abstracts, and excluded the ones which did not refer or give focus to bricolage or mentioned the concept but not related to entrepreneurship field (mostly in sociology or ethnic studies). This resulted in a total of 237 articles which made the cut for the next stage. Third, we obtained the digital copy of each article and proceeded to undertake a full-text analysis. Following Grégoire and Cherchem's, 2020, articles were included in the final sample when the focus was to explicitly make a direct contribution towards the advancement of bricolage research and understanding. This allowed us to augment the specificity of our sample by excluding those articles, where for instance results were not connected to bricolage, or where bricolage is used as an indirect conceptual basis or as a secondary control or validation measure (Grégoire and Cherchem 2020). The final sample for our review analysis comprised a total of 126 articles.

Our final database was then subjected to content analysis, where we coded for different dimensions (see Table 1). One such category was with respect to the statistical analysis of the sample, i.e. we coded for the year of publication, article-type (conceptual, empirical quantitative/qualitative, review, mixed-method), outlet and empirical context and sample (when applicable). Then, we focused on the contributions of each article per se, i.e. while conducting the full-text read, we coded for information regarding bricolage's definition/subtypes/related concepts and themes studied (the bricoleur, context, process, and outcomes). This coding enabled us to then cluster studies according to their contributions.

We further made notes on information which did not fit these categories, but which could be useful for discussion and future research directions. After analysing each article individually, we then proceeded to make sense of the information, and group it until we reached what we believed to be a coherent synthesis of the bricolage literature. We then carefully and continuously revised our analyses and categorizations to make sure they were supported by relevant cases. Aiming at bringing the most relevant contributions together, and consolidating extant knowledge, we focused on exploring insights regarding the definition of bricolage, its theme and subtypes, the trends in bricolage research over the years and exploring bricolage's overlapping concepts. We now distil those insights in the next section, starting by a descriptive analysis of the literature.

4. Findings and discussion

4.1. Descriptive analysis of the relevant literature

In the two decades following Lévi-Strauss's seminal work in 1966, the concept of bricolage gradually gained traction among researchers. During this initial period, only six articles focusing on bricolage were published within the Social Sciences Citation Index (SSCI). In the subsequent two decades (1987–2007), there was a noticeable, albeit gradual, increase in the number of publications incorporating the concept of bricolage. This period saw an average of four articles per year that engaged with the concept in some capacity. However, it was during the last 15 years that the academic community in the management field, truly began to embrace bricolage. This period witnessed a significant surge in interest, as evidenced by a twelve-fold increase in publications: from 12 articles in 2008 to an impressive 143 articles in 2021. This dramatic rise underscores the growing recognition of bricolage as a highly relevant and engaging topic within the fields of contemporary entrepreneurship and management research. Notably, there was a slight dip in the number of publications in 2022, as shown in Figure 1, yet this does not diminish the concept's overall impact and importance in these academic disciplines.

The 126 articles that comprised our database for the final analysis were published in 68 distinct journals. Most of these outlets ($n = 49$) were represented by a sole article, while only five journals publishing five or more articles: *Entrepreneurship & Regional Development* ($n = 14$), *Journal of Business Research* ($n = 8$), *Journal of Business Venturing* ($n = 6$), *Frontiers in Psychology* ($n = 6$), and *Technology Analysis & Strategic Management* ($n = 5$). In our sample, empirical articles represent around 90% ($n = 115$), while the remaining are theoretical/conceptual articles ($n = 5$), mixed-method articles ($n = 4$) or

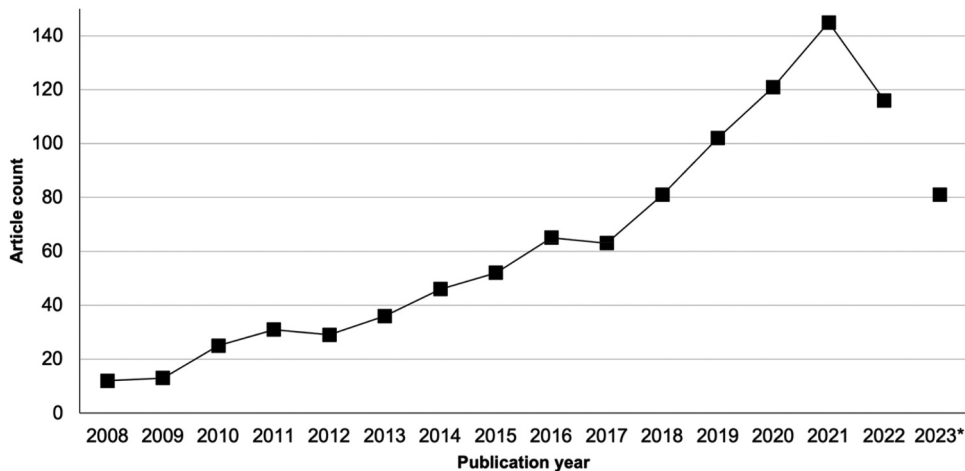


Figure 1. Growth of publications with bricol* in topic in web of science SSCI database. *Value for 2023 estimated based on data until 21.11.2023.

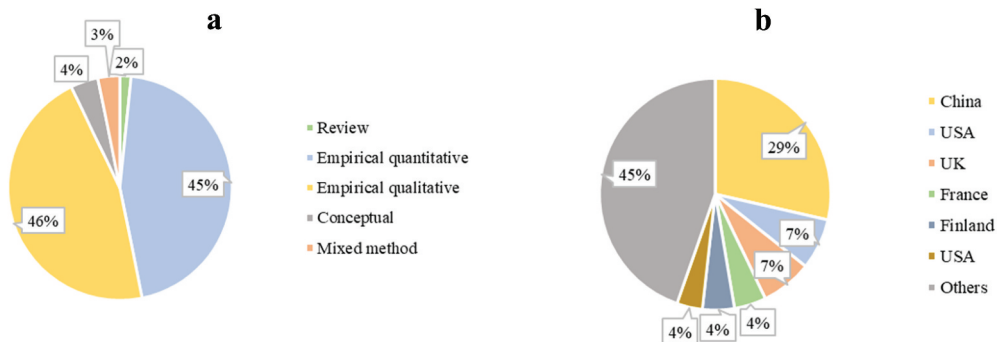


Figure 2. Breakdown of articles by (A) type of articles and by (B) studies context in empirical articles.

reviews ($n = 2$). Amongst the empirical articles, 58 relied on qualitative analysis, while 57 relied on quantitative methods, showing a similar preference to both types of analysis. The sampled articles originate from 28 different countries (considering the first authors' affiliations) although around 70% had its origins in one of six countries: China ($n = 29$), USA ($n = 16$), UK ($n = 15$), Australia ($n = 11$), France ($n = 8$), Finland ($n = 6$) and Denmark ($n = 5$). Regarding the context of the empirical analysis, almost one-third of the articles focus on China ($n = 32$). The following contexts most frequently studied are India ($n = 8$) and the UK ($n = 8$) (Figure 2).

4.2. Bricolage subtypes

Since the bricolage concept was first conceptualized, different authors have contributed towards the growth of the concept, which also consequently resulted in the emergence of diverse subtypes (Table 2). All these forms of bricolage draw inspiration from the original contributions of Lévi-Strauss (1966), and later that of Baker and Nelson (2005). We have organized the information about the main subtypes of bricolage explored in extant literature (Table 2), where, considering the focus of each conceptualization, we suggest a classification system to group the different terms in (first column).

The first group includes conceptualizations which focus on the characteristics of the actors and their interactions. Bricolage can be carried out as an individual activity by a single entrepreneur or

Table 2. Bricolage subtypes.

Definition focus	Bricolage subtypes	Definition	Key articles
Actors' characteristics and interactions	Individual or internal bricolage	Recombination of resources at hand owned by the bricoleur or venture	Tasavori et al., (2018); Zorina (2021)
	Collective bricolage • Familiar • Convention-based	Collective bricolage involves the merge and mutual repertoire access of two or more bricoleurs • Familiar-base bricolage is characterized by informal interactions and happens when bricoleurs share time, space and the co-creation and use of repertoires • Convention-based collective is enabled by conventions negotiated between actors and the repertoire is the sum of the individual repertoires	Duymedjian and Ruling (2010); Zorina (2021)
Pattern of use	Intrapreneurial bricolage	Bricolage activities that occur within an organization	Halme et al., (2012); Ritvala et al. (2014)
	Parallel bricolage	Bricoleurs engaging in multiple bricolage projects at the same time	Baker and Nelson (2005)
Type of resources used and/or bricolage outcome	Selective bricolage	Bricoleurs resort to bricolage in specific occasions	Baker and Nelson (2005)
	Social bricolage	A bricolage process that involves stakeholder participation and persuasion and aims at social value creation	Di Domenico et al., (2010)
	Network or external bricolage	Recombination of resources found in pre-existing personal and professional networks .	Tasavori et al., (2018); Baker et al., (2003)
	Institutional bricolage	Working around established principles, rules, and practices – or the lack of – to create institutional change	Mzembe et al., (2019) ; Yu et al., (2020)
	Organizational bricolage	Recombination of organizational forms at hand in a particular environment to shape a new organization .	Perkmann and Spicer (2014)
	Ideational bricolage	Recombine old myths and ideas into new ones	Mair and Marti (2009); Molecke and Pinkse (2017)
	Market bricolage	Recombination of existing networks of entrepreneurs to create new customers	Yu et al. (2019)
	Spatial bricolage	Recombination of resources at hand in the immediate spatial context	Korsgaard et al. (2021); Yachin and Ioannides (2020)

venture (Tasavori, Kwong, and Pruthi 2018; Zorina 2021), or as referred to previously, it can be a collective action amongst different individuals or ventures, either 'familiar-based' or 'convention-based' (Duymedjian and Rüling 2010; Zorina 2021). A less explored subtype is that of 'intrapreneurial bricolage' which refers to activities carried out by individuals within a large organization (Halme, Lindeman, and Linna 2012). Halme et al. (2012) investigated 'intrapreneurial bricolage' in the context of inclusive innovation promotion by middle managers in multinational companies (MNCs). They found that bricolage was triggered by organizational constraints and involved working underground and resisting superiors' orders.

The second group rests on the presumption that bricolage can be defined according to the way entrepreneurs or ventures utilize this as a strategy, i.e. the pattern of use. Regarding this, Baker and Nelson (2005) have suggested the subtypes of 'parallel' and 'selective' bricolage. 'Parallel bricolage' refers to a distinct organization strategy where the venture is focused on different bricolage projects simultaneously. 'Selective bricolage' is part of a more diversified organizational strategy where ventures chose to selectively engage in bricolage instead of engaging continuously (Baker and Nelson 2005). Baker and Nelson (2005) found 'selective bricolage' to support venture growth, while this was not verified with 'parallel bricolage'. Although this distinction ('parallel' vs 'selective') was conceptualized in one of the most cited articles on bricolage, this classification did not get much traction from researchers. Notable exceptions include the work of Onwuegbuzie and Mafimisebi (2021) who studied strategies used by African indigenous entrepreneurs to scale-up their business. These authors found that indigenous entrepreneurs who did not have a more mainstream or standardized education and engaged in 'parallel bricolage', were not able to scale their business; while those who had both mainstream and indigenous knowledge engaged in 'selective bricolage' and managed to scale. Yang (2018) has also adopted this terminology in exploring the international entrepreneurial marketing strategies of MNCs. The author concluded that in this context, 'Parallel bricolage' has a role in co-innovation while 'selective bricolage' has a role in accelerating customer value and in regional market leadership-based international expansion (Yang 2018).

Bricolage can also be categorized according to the type of resources used and/or expected outcomes. Regarding this third group, we found seven subtypes: 'social bricolage', 'network/external bricolage', 'institutional bricolage', 'organizational bricolage', 'ideational bricolage', 'market bricolage' and 'spatial bricolage'. The most common subtype studied by researchers is 'social bricolage'. 'social bricolage' aims at creating social value and its most accepted definition has been presented by Di Domenico et al. (2010). Researchers have been exploring 'social bricolage' in diverse contexts. These include Langevang, and Namatovu (2019) study exploring the action of social entrepreneurs in the aftermath of war, or the Kwong et al. (2017) study investigating the role of 'social bricolage' in a natural disaster context.

'Network' or 'external bricolage' refers to using personal and professional networks as the resources at hand (Baker, Miner, and Eesley 2003). Baker et al. (2003) observed that pre-existing networks were the main source of resources regarding customers, financing needs, suppliers, office space, advice, and employees during and after the founding process of new ventures. This bricolage subtype has some overlaps with 'collective bricolage' since both resort to external resources. Nevertheless, we found that 'network bricolage' does not involve the level of collaboration in the bricolage process which is characteristic of 'collective bricolage'. In their study on the nature of activities that social ventures embark upon, Tasavori et al. (2018) considered the dichotomy of 'internal' vs 'network' (or 'external') bricolage (i.e. the form of resource utilization). These authors observed that both the above strategies are used and needed for social ventures to expand their market and product scope. Still, 'internal bricolage' seems to be more associated with incremental innovation, while more radical innovation requires 'external bricolage' (Tasavori, Kwong, and Pruthi 2018).

'Institutional bricolage' refers to entrepreneurial actions, to overcome challenges posed by formal and informal institutions seeking to achieve institutional change and value creation (Mzembe et al. 2019). Mzembe et al. (2019) studied how 'Institutional bricolage' is used by social entrepreneurs in

the Malawian tourism and hospitality industry to address prevalent institutional voids. In another research exploring this theme, Huang et al. (2019) observed that entrepreneurs in the e-commerce finance field adopt 'institutional bricolage' along three dimensions – material, organizational and discursive. They do this to form new institutions, thus avoiding resistance and punishment, while still gaining recognition and support from regulatory parties (Huang et al. 2019).

'Organizational bricolage' is with respect to how organizations are shaped based on other organizational forms of the environment (Perkmann and Spicer 2014). Perkmann and Spicer (2014) explored how the creation of a grassroots media collective in London started from the selection of organizational forms from its environment as the raw material for organization building, based on founders' past experience and values alignment. From that selection, founders engaged in a process which the authors named 'instantiation', which ensued in three different ways: anchoring, augmenting, and differentiating (Perkmann and Spicer 2014).

The recombination of old myths and ideas into new ones can be categorized as 'ideational bricolage' (Mair and Marti 2009; Molecke and Pinkse 2017). Mair and Marti (2009) explored 'ideational bricolage' to frame how a nongovernmental organization in rural Bangladesh is able to address institutional voids and empower the poorest of the poor. The authors observed that the recombination of resources such as existing customary practices of support to the poor, religious beliefs, traditional means of mediation and popular entertainment activities is an essential part of that process.

'Market bricolage' refers to transforming existing networks to create new customers, for instance transforming non-business relationships into business relationships (Yu et al. 2019). Yu et al. (2019) found 'market bricolage' to have a positive effect on sales performance of online stores.

'Spatial bricolage' refers to the use of resources which are at hand within the bricoleur's local spatial context (Korsgaard, Müller, and Welter 2021). Korsgaard et al. (2021) finds 'spatial bricolage' as emerging from a rural code of conduct which is characterized by a shared concern for survival of community, mutual dependency, and the desire to contribute to local development. The authors found the main activities of 'spatial bricolage' to be local sourcing, community involvement and commodification through storytelling, i.e. creating or enhancing the exchange value of resources by embedding them in stories (Korsgaard, Müller, and Welter 2021, 157).

Although these subtypes have been discussed throughout the literature, most authors choose to simply refer to the more global 'bricolage'. This then raises the question of whether these subtypes promote a better understanding of a more refined bricolage concept that could be used in further research or were instead very specific to the empirical context in which the study took place.

4.3. The who-when-how-what framework of bricolage

As we had noted previously, the field of bricolage research has experienced a notable popularity, particularly over the past decade and a half. While the utility of a universally accepted definition for a term should not be underestimated, the intricate nuances and specificities of processes are frequently elusive, rarely encapsulated fully by a singular definition. Consequently, the diversity of explorations into bricolage by researchers is hardly unexpected. Scholarly articles tend to concentrate on investigating a limited selection of themes, each contributing a discrete set of insights – akin to a small assemblage of pieces – towards the broader mosaic of the 'bricolage puzzle'. Accompanying the swift and substantial proliferation of literature on bricolage, we are left with a wide variety of perspectives and contributions on the topic ('puzzle pieces'), which lead to an increasing fragmentation of the field. Aiming to organize the literature and complete a large portion of the bricolage puzzle (Figure 3), we provide a framework of the who-when-how-what of bricolage, referring to, respectively the agent (bricoleur); the context; the process; outcomes. In Table 3 later, we present a summary of the elements of the framework, arising from content analysis, and provide examples of illustrative articles for each. We would like to note however that, although we tried to separate the discussion by each theme, every variable is part of the same process (bricolage), and therefore there can be moments where the narrative becomes intertwined.

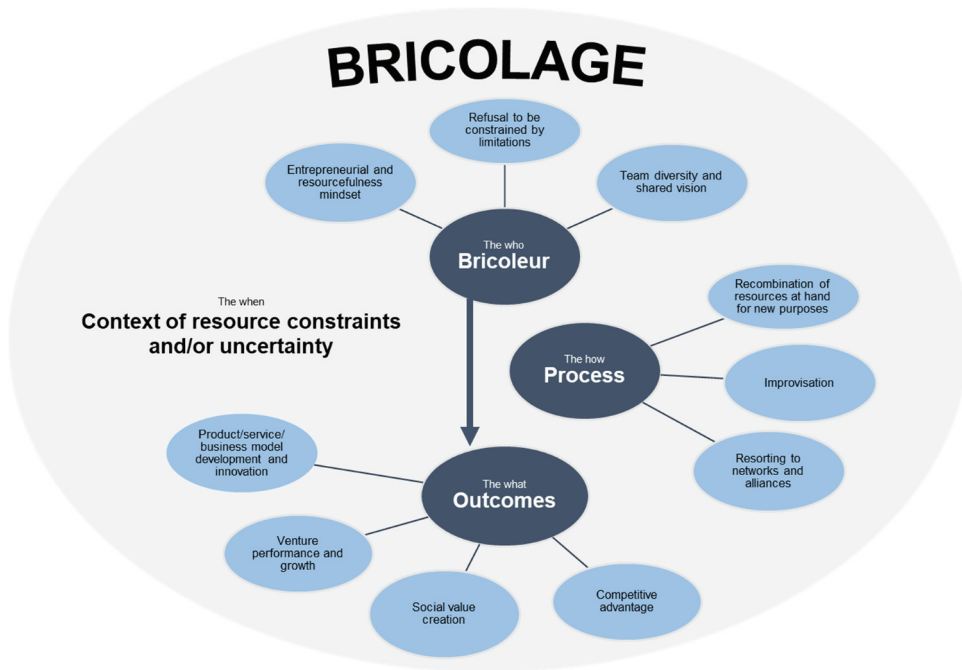


Figure 3. The who-when-how-what framework of bricolage.

Table 3. Summary of the who-when-how-what framework themes and subthemes.

Themes	Subthemes	Illustrative articles
Agent – the bricoleur (WHO)	Refusal to be constrained by limitations	Baker and Nelson (2005); Di Domenico et al., (2010); Sunduramurthy et al., (2016); Reypens et al., (2021); Sarkar (2018)
	Entrepreneurial and resourcefulness mindset	Halme et al., (2012); Liu et al., (2021) ; Stenholm and Renko (2016) ; Yang (2018)
	Team diversity and shared vision	Wang et al., (2021); Yu and Wang (2021); Su et al., (2020) ; Zhao et al., (2021)
Context (WHEN)	Resource constraints	Fisher (2012); Witell et al., (2017); An et al., (2020); Busch and Barkema (2021); Heilbrunn (2019)
Process (HOW)	Uncertainty	Yang (2018); Langevang and Namatovu (2019)
	Recombination of resources at hand for new purposes	Baker and Nelson (2005); Do Vale et al. (2021); Halme et al., (2012); Sarkar (2018)
	Improvisation	Di Domenico et al., (2010); Witell et al., (2017) ; Tasavori et al., (2018)
Outcomes (WHAT)	Resorting to networks and alliances	Di Domenico et al. (2010); Liu et al., (2021) ; Liu et al., (2020) ; Busch and Barkema (2021) ; Kwong et al., (2017) ;
	Product/service/business model development and innovation	Wang et al., (2021); Garud and Prabhu (2020); Pati et al., (2021) ; Witell et al., (2017) ; Kollmann et al., (2022) ; Liao et al., (2021)
	Venture performance and growth	Chang et al., (2022); Wu et al., (2022) ; Yu and Wang (2021) ; Zhang et al., (2021) ; Pati et al., (2021) ; Yu et al., (2020)
	Social value creation	Di Domenico et al., (2010); Liu et al., (2021)
	Competitive advantage	Steffens et al., (2022); Salunke et al., (2013) ; Hu et al. (2022) ; Huang et al., (2022)

The who – We find three main characteristics regarding the bricoleur (considered as an individual or a team) which determine the enactment of bricolage: an entrepreneurial and resourcefulness mindset, refusal to be constrained by limitations, and team diversity and shared vision. There was

also some research which focused on characterizing the bricoleur, or in studying the relevance and/or effect of their specific attributes on bricolage. For instance, an entrepreneurial mindset or orientation was shown to shape the effectiveness of bricolage since it promotes the use of proactive and innovative styles and methods in entrepreneurial activities (Liu et al. 2021). Halme et al. (2012) identifies the ‘resourcefulness’ mindset as an essential element of bricolage which represents a particular way to solve challenges and opportunities underpinned by a specific knowledge of context and worldview. This mindset is also related to a characteristic of bricoleurs, which is consistently referred to in bricolage articles: refusing to be constrained by limitations. This characteristic appears to be transversal to all bricoleurs, regardless of the context or environment (Heilbrunn 2019; Sarkar 2018; Sunduramurthy et al. 2016). Related to both characteristics discussed, bricoleurs often make use of their own time (spare time, after work hours) to engage in bricolage activities (Sarkar 2018). Team diversity and shared vision have shown to be determinant or, at least important characteristics of bricoleur teams (Su, Yang, and Wang 2020). The diversity of the founding team members has been found to be relevant (Wang, Yu, and Meng 2021) in that this diversity can provide a rich knowledge base and has a positive mediating effect between the use of bricolage and the performance of new ventures. We also found authors to explore other facets of bricoleurs, which do not specifically fit into the three main subthemes presented, but which are relevant to mention and may, furthermore, inspire further research. For instance, persuasion has been identified as an important characteristic of the bricoleur in both social bricolage (Di Domenico, Haugh, and Tracey 2010), as well as for intrapreneurial bricolage (Halme, Lindeman, and Linna 2012). The personality traits of agreeableness, conscientiousness, intellect, extraversion, and neuroticism were found to be associated with entrepreneurial behaviour in female entrepreneurs in resource-constrained environments (Rahman et al. 2021). Garud and Prabhu (2020) have also shown that bricoleurs’ social skills of social astuteness, networking ability, interpersonal influence, and apparent sincerity positively influence the outcomes of R&D projects in multinational high technology organizations in India.

The when – Most studies consider bricolage as a strategy which is adopted in a context of uncertainty and resource constraints, which can be present for a wide number of reasons. A common research route in the literature focuses on the premise that resource constraints are part of the basal context in poor countries, commonly studying local entrepreneurs and new firms (Busch and Barkema 2021; Sarkar 2018; Wierenga 2020). The reality of resource constraints and uncertainty is also applicable for entrepreneurs in general when starting a new project or venture, both in developing or developed countries, being also a focus for researchers (Korsgaard, Müller, and Welter 2021; Steffens et al. 2022). More specific origins of resource constraints and uncertainty have also been explored in the literature. For instance, some authors have explored the role of the institutional panorama such as the lack or weak support from governmental institutions (Desa 2012; Mair and Marti 2009; Mzembe et al. 2019) on entrepreneurial ventures performing bricolage. These studies reveal that although it is easier for entrepreneurs to thrive when supported by institutional structures (Afutu-Kotey and Gough 2019), engaging in bricolage helps less-endowed ventures to survive (Desa 2012). Another example is the occurrence of crises, such as natural disasters (Nelson and Lima 2020), pandemics (Epler and Leach 2021), or wars (Kwong et al. 2019; Langevang and Namatovu 2019). Contextualizing ‘the when’ of bricolage, also uncovers the underlying ‘why’ of the concept. The constrained context (when) in which bricolage unravels is often also the reason why it does unravel. When entrepreneurs and ventures are resource-endowed, their instinctive strategy is to adopt more of an ‘engineering’ attitude (Lévi-Strauss 1966) and acquire the resources to elaborate their vision. On the contrary, when resources are lacking, entrepreneurs and ventures are forced to look inwards at their resources and resort to their close networks.

The how— The recombination of available resources for novel purposes has been recognized by scholars as the foundational strategy of bricolage. Almost all articles regard this as an essential component of the bricolage process, not surprising since it is part of the widely accepted definition by Baker and Nelson (2005), inspired by Lévi-Strauss (1966). Bricolage activities frequently encompass improvisation, defined as an experimentation process wherein design and execution transpire

concurrently (Di Domenico, Haugh, and Tracey 2010; Fisher 2012; Senyard et al. 2014). While some scholars perceive improvisation as an inherent aspect of bricolage (e.g. Afutu-Kotey and Gough 2019; Di Domenico, Haugh, and Tracey 2010; Holt and Littlewood 2017), others argue that improvisation can be a precursor to bricolage (e.g. Baker and Nelson 2005; Baker, Miner, and Eesley 2003), but is neither a necessary nor a sufficient condition. Nonetheless, we have included improvisation in our findings section since it remains a prevalent mode studied within the bricolage literature and is often considered part of the bricolage process (e.g. Di Domenico, Haugh, and Tracey 2010; Tasavori, Kwong, and Pruthi 2018). However, we acknowledge these divergences among scholars, so future researchers can remain vigilant. Although early academic contributions on bricolage centred on individual bricolage and the bricoleur's relationship with their repertoire (Lévi-Strauss 1966), most contemporary literature consistently refers to the crucial role of leveraging networks and alliances during the bricolage process (Baker, Miner, and Eesley 2003; Witell et al. 2017; Yu and Wang 2021). It is also vital to recognize that establishing or having established networks does not automatically imply that they are usable resources, a point underscored by Liu et al. (2020). These authors contend that transforming networks into usable resources is part of the bricolage process, and this transformation is influenced by external marketization and internal social class degrees. Kwong et al. (2017) explored the role of various types of collaborations and their impact on the outcomes of bricolage in social ventures. They compared collaboration degrees, ranging from no collaboration (internal bricolage) to increasingly higher degrees of collaboration, characterized by the authors as dormant, complementary, collaborative, and dominant. Their study demonstrated that the scale of bricolage outcomes, product and market development forms, and mission drift vary depending on the collaboration degree (Kwong, Tasavori, and Wun-Mei Cheung 2017).

The what – With respect to bricolage outcomes, research has centred on examining the impact of bricolage across various categories and levels. The implementation of bricolage has been discovered to positively affect product, service, and business model development and innovation (e.g. Garud and Prabhu 2020; Wang, Yu, and Meng 2021; Zhao et al. 2021). Senyard et al. (2014) carried out an empirical investigation using a large longitudinal dataset of Australian new ventures, revealing that bricolage is a crucial pathway to achieving innovativeness for new ventures in resource-scarce environments. The authors also examined if 'excessive bricolage' might negatively affect new firm innovativeness, finding no evidence to support this hypothesis (Senyard et al. 2014). Salunke et al. (2013) observed that service ventures utilize bricolage as a strategy to innovate and outpace competitors. Consequently, competitive advantage is another outcome of bricolage explored by some scholars. For instance, Steffens et al. (2022) determined that the influence of bricolage on competitiveness is contingent upon whether a venture is nascent or operational and its growth expectations. These authors concluded that bricolage contributes to nascent ventures' competitiveness regardless of growth expectations. Conversely, bricolage only enhances the competitiveness of operational ventures with high growth expectations and can even be detrimental to less ambitious operational ventures (Steffens et al. 2022). Venture performance and growth have also emerged as typical consequences of bricolage enactment. Yu and Wang (2021) illustrated the positive connection between bricolage and new ventures' strategic flexibility (i.e. the capacity to adapt to changing market needs) and growth capability. Similarly, Yu et al. (2020) found that bricolage can bolster venture growth and adaptiveness, contributing to regional development. These authors also concluded that institutional constraints positively moderate the relationship between bricolage and venture growth while negatively moderating new venture adaptiveness (Yu et al. 2020). Another prevalent outcome linked to bricolage, as identified in existing literature, is social impact (or social value creation). Liu et al. (2021), examining the effects of bricolage on the social performance of Chinese social enterprises, concluded that bricolage contributes to social impact in terms of both its breadth (geographic expansion) and depth (product scope development within a target community).

Besides the most common outcomes presented in Table 3, researchers have made some relevant contributions regarding effects of bricolage on internationalization (Donbesuur et al. 2023;

Hernández-Barahona, San Román, and Gil-López 2022; Kollmann et al. 2022), ambidexterity (Chang et al. 2022; Sahi et al. 2021; Wu, Liu, and Zhang 2022) and local development (Kim and Kim 2022).

4.4. Trends in bricolage research over the years

While investigating and delineating the boundaries of bricolage outlined in the preceding sections (sections 3.2 and 3.3), we aimed to comprehend the trends in bricolage research over the years, particularly during the last 15 years, which signifies the rapid expansion phase in bricolage research. Towards this end, we selected the ten most cited empirical articles between 2008 and 2017 and the ten most cited empirical articles from the last five years (2018–2022) to examine the evolution of key research topics and their relationships (Randhawa, Wilden, and Hohberger 2016; Thomé, Scavarda, and Scavarda 2016). As we previously noted in section 3.3, each article tends to focus on a few boundaries and themes. We observed that between 2008 and 2017, the most prevalent subtheme explored concerning ‘the bricoleur’ is the refusal to be constrained by limitations. Regarding the context, the majority concurred that bricolage is primarily enacted in environments characterized by resource constraints and uncertainty. Studies concentrated on two subthemes related to the bricolage process: (1) recombination of existing resources for new purposes; (2) recourse to networks and alliances. Innovation and social value creation emerged as the primary bricolage outcomes studied in this selection of highly cited literature between 2008 and 2017. Upon analysing the ten most cited empirical articles from the last five years, we noticed some shifts in the most explored themes. Concerning ‘the bricoleur’, the refusal to be constrained by limitations, team diversity, and shared vision were the top themes investigated. Resource constraints and uncertainty caused by crises remained the constant contexts explored in this selection of articles. With respect to the process, the emphasis was on the recombination of existing resources for new purposes. Venture performance and growth were the most common subthemes studied in relation to bricolage outcomes. This analysis indicates that the primary change in the studies’ focus pertains to bricolage outcomes. It seems that while bricolage was initially examined in the context of being a resource mobilization strategy to innovate and develop new products and services (Salunke, Weerawardena, and McColl-Kennedy 2013; Senyard et al. 2014; Wu, Liu, and Zhang 2017) or as a means to create social value (social bricolage) in resource-constrained environments (Desa 2012; Desa and Basu 2013; Di Domenico, Haugh, and Tracey 2010), more recent research has concentrated on uncovering the potential of bricolage as a contributor to sustainable firm growth and performance (Yu et al. 2020; An et al. 2020). Another distinction involves the evolution in the perception of the bricoleur as an individual with specific attributes to the recognition that bricolage is often spearheaded by teams, both within and outside ventures, and that their characteristics influence the bricolage process and outcomes (Su, Yang, and Wang 2020; Zhao et al. 2021).

4.5. Related overlapping concepts with bricolage

As bricolage gains popularity, an emergent research strategy has been to conduct comparisons between bricolage and other approaches, most commonly, causation and effectuation. Causation processes have been defined as taking ‘a particular effect as given, and focus on selecting between means to create that effect’ (Sarasvathy 2001, 245); while effectuation processes ‘take a set of means as given and focus on selecting between possible effects that can be created with that set of means’ (Sarasvathy 2001, 245).

Fisher (2012) focuses on exploring the similarities and differences among the entrepreneurial behaviours of causation, effectuation, and bricolage. Moreover, the author conducts an empirical evaluation of six new firms to identify which behaviours are observable in individuals starting new ventures. Fisher (2012) observed that effectuation and bricolage behaviours were common in all cases. In their comparison on the roles of causation, effectuation, and bricolage impacting firm performance, An et al., (2020) performed an analysis 305 Chinese firms of diverse

development stages and sizes. The authors' findings reveal six combinations of conditions for high performing ventures, i.e. paths where each of the strategies (effectuation, causation, and bricolage) are either present or absent, in four contexts (small firms – early and late stage and large firms – early and late stage). In all six combinations, whereas the presence/absence of effectuation and causation may vary, the existence of the practice of bricolage is transversal. Bricolage, as a component of all combinations, reveals systematic support of entrepreneurial decision-making in all the contexts studied (An et al. 2020). This study then demonstrates how bricolage can be an important strategy beyond new firms facing resource constraints. Moreover, it also shows bricolage as a complementary strategy, to both causation and effectuation in all contexts, while the latter two can be mutually exclusive in some contexts (An et al. 2020). Servantie and Rispal (2018) observed some dominant patterns in a social venture in which effectuation was used throughout all venture stages, bricolage was more prominent during the nascent stage and causation started being used during the growth period and then continued to be used later on. The authors interestingly conceptualized that the differences between the three terms are based on three axes. The first is 'opportunity', where bricolage and effectuation are opposed to causation, as the former two are associated with opportunity creation while causation is associated with opportunity identification by considering that opportunities already exist and are exogenous (Servantie and Rispal 2018 and references therein). The second is the 'entrepreneur's or actor's expertise', where bricolage tends to be applied by non-expert actors and effectuation by expert ones. As for causation, debate remains open regarding the actors' expertise (Servantie and Rispal 2018 and references therein). Lastly, the 'making' axis, related to the mode of operation of the different strategies. Regarding this, the authors elaborate on how, although both bricolage and causation start with a vision, the first actors engage in making do, while in the latter actors follow a decision-making process. Both bricolage and effectuation are characterized by working flexibly with resources at hand and refusing to be constrained (Servantie and Rispal 2018 and references therein).

Nelson and Lima (2020) explored and compared the use of causation, effectuation and social bricolage by entrepreneurs and individuals of a local neighbourhood association in Brazil after a natural disaster. The authors found these strategies to all be applied in the recovery from the natural disaster, however at different moments, arguing that it is of prime importance to understand how the situation evolves to successfully engage in each strategy. In a more recent study, Scazziota et al. (2023) conducted a meta-synthesis to uncover the differences between the contextual antecedents and individual attributes of effectuation and bricolage. The authors concluded that, although the antecedents are equivalent between approaches, there are differences on how they relate to action. For instance, while entrepreneurs engaging in effectuation engage in experimentation to reduce uncertainty while trying to define a goal, bricoleurs experiment in complex and uncertain environments to reach a defined goal.

Inspired by the mentioned literature, we present a summarizing table (Table 4) which compares the main features of each strategy (causation, effectuation, bricolage), providing a base for future research on the topic.

5. Discussion

5.1. Contributions

This study contributes towards the consolidation of the extensive and fragmented body of knowledge on bricolage, through the rigorous and transparent method of a systematic literature review. By gathering and synthesizing the disparate pieces of knowledge on bricolage, the study contributes to a more nuanced understanding of bricolage's role in entrepreneurship, crisis management, and the emergence of new businesses and industries.

Table 4. Comparison of the features of bricolage, effectuation and causation to highlight similarities and differences (Fisher 2012; Scazzioti et al. 2023; Servantie and Rispal 2018; An et al. 2020).

Feature	Causation	Effectuation	Bricolage
Underlying assumption	'To the extent we can control the future, we do not need to predict it'.	'To the extent we can predict the future, we can control it'.	'Resource environments are socially constructed rather than predefined'.
Starting point	The outcome is given	Existing resources	
Strategy	Select means to achieve given outcome	Select from possible outcomes that can be achieved with given means	Recombine resources at hand to reach a goal
	Decision-making logic		Resourcing behaviour
	Identify and exploit opportunities in existing markets of low uncertainty	Identify and exploit opportunities in new markets of high uncertainty	Refuse to be constrained by limitations and recombine resources in penurious environments
Opportunity	Assumes opportunities already exist and are exogenous	Opportunity creation and market transformation	
Context	Static and linear environment. The predictable aspects of an uncertain future are clear and measurable	Dynamic and non-linear. Future is unknowable and not measurable	Resource environments are socially constructed and entrepreneurs confront situations of significant resource constraint
Entrepreneur's expertise	(Still on open debate)	Expert entrepreneurs	Non-expert entrepreneurs

First, we contribute to bricolage literature by taking stock of the primary bricolage subtypes and generating a categorization for them based on their definitional focus. As such, we offer a potential new path for researchers seeking to build a cohesive knowledge base around this concept. Second, we contribute to theory by presenting a multi-level framework that conceptualizes the general bricolage concept, centring on its core elements: the bricoleur (who), the context (when), the process (how), and outcomes (what). As previously discussed, most studies tend to concentrate on one or a few of these elements, impeding the cohesion of terms in literature. While individual studies often focus on specific elements of this framework, our comprehensive approach facilitates a holistic understanding of bricolage, allowing for a more integrated interpretation of the diverse literature. Moreover, by clarifying the boundaries of bricolage and exploring the process and outcomes through an evidence-based view, this work makes it easier for entrepreneurs and ventures to effectively engage in bricolage. Third, we analyse the trends (and shifts in trends) of bricolage research focus throughout the years. This analysis offers insights into how bricolage studies reflect both societal conjectures over time and the concept's expansion. While initially, authors focused on bricolage for innovation or social value creation in resource-constrained environments, the narrative has broadened to explore bricolage as a driver of sustainable firm growth and performance. By mapping research trends, we inform future researchers about recent developments and potentially inspire them to move beyond these to generate new knowledge. Furthermore, the study also contributes to the literature debates on the similarities and differences between bricolage, causation, and effectuation. These insights are likely to provide more clarity in defining and distinguishing these related concepts.

The findings from our systematic review of bricolage have significant implications for management practice. Managers should be encouraged to embrace the principles of bricolage by fostering an organizational milieu that is conducive to experimentation and innovation (Baker and Nelson 2005). This may involve creating 'slack' in the system, where employees are given the autonomy to repurpose existing resources in novel ways, thus catalysing the generation of creative solutions to pressing challenges. This can lead to cost savings, increased agility, and enhanced competitiveness.

We further advocate for an organizational culture that celebrates and institutionalizes bricolage, recognizing it as a powerful catalyst for innovation and problem-solving within the constraints of available resources. We propose that managers can institutionalize bricolage behaviours by embedding them into the organization's processes and policies, potentially driving a sustained culture of innovation and adaptability (Dougherty 1992). Managers can operationalize bricolage by fostering an environment where employees are not just permitted but encouraged to experiment and repurpose resources creatively (Baker and Nelson 2005). By embedding bricolage into organizational routines and policies, managers can leverage the innate creativity of their workforce, thus driving a sustained competitive edge and adaptability (Dougherty 1992).

Our undertaking complements Bhardwaj et al. (2023) by offering empirical insights into how these typologies manifest in practice across various entrepreneurial contexts. Bhardwaj et al. (2023) delineate a framework that encapsulates 11 bricolage capabilities central to resource orchestration and opportunity maximization. In contrast, our study extends this framework by exploring the practical application and impact of these capabilities within organizational settings. While Bhardwaj et al.'s work primarily concentrates on the theoretical underpinning of bricolage typologies, our study further provides a nuanced understanding of how these typologies are enacted by organizations and entrepreneurs in real-world scenarios. The juxtaposition of these theoretical and empirical perspectives enriches the discourse on entrepreneurial bricolage, paving the way for a holistic understanding that spans from conceptual frameworks to tangible practices.

5.2. Future research directions

In this section, we identified several gaps in bricolage literature directly related with the discussion topics of this review and elaborate on more specific future research avenues

Table 5. Some future research directions on bricolage.

Discussion topic	Research gaps	Questions and suggestions for future research
Theoretical foundations of bricolage	Lack of robust theoretical lens in empirical bricolage research; ambiguity in defining bricolage as a theory or a strategy.	• How can existing management theories be applied or extended to better understand bricolage? • What is the theoretical relationship between bricolage and resource mobilization strategies like the resource-based view?
Empirical analysis and settings	Overconcentration on specific regions; need for more diverse empirical contexts.	• What are the effects of bricolage in different regional and economic contexts? • How does bricolage contribute to regional development?
Bricolage subtypes	General reference to bricolage without specifying subtypes; certain subtypes like 'salesperson bricolage' and 'inventor bricolage' are underexplored.	• Can further empirical studies on less explored subtypes provide a clearer differentiation and utility of bricolage subtypes?
Bricolage framework and attributes	Current bricolage frameworks do not account for the variability in bricolage cases.	• How can empirical studies refine our understanding of the common and unique attributes of bricolage activities?
Bricolage and entrepreneurial strategies	Intersection of bricolage with strategies like effectuation and lean startup is under-researched.	• How do bricolage, effectuation, and causation strategies compare and intersect throughout a venture's lifecycle? • Which contexts and stages of venture development benefit most from each approach?
Practical and philosophical aspects of bricolage	Practical implications of bricolage in day-to-day operations are not well explored; philosophical underpinnings of bricolage are not fully integrated into research.	• How is bricolage operationalized in daily practices within organizations? • What philosophical insights can be drawn from the practical application of bricolage?

(Table 5). Our first observation pertains to the descriptive analysis we conducted. We found that most scholars in bricolage research engaged in empirical research (90%) and frequently did not support their findings with a robust and coherent theoretical lens. It is somewhat unusual for bricolage that there remains a grey area wherein some authors consider bricolage itself as a theory ('bricolage theory') (Stenholm and Renko 2016; Yu et al. 2019), while others regard it as a practical resource mobilization strategy explicable by other theories such as resource-based view (Desa and Basu 2013; Liao et al. 2021; Sarkar 2018), resource dependency theory (Desa and Basu 2013; Kwong, Tasavori, and Wun-Mei Cheung 2017), attention-based view (Su, Yang, and Wang 2020), social network theory (Liao et al. 2021), capability-based view (Getnet et al. 2019), and others. Reflecting on and building upon pre-existing theories to advance theory-building is a challenge but an essential step in engaging discourse within the scientific community (Andersen and Kragh 2010). Compiling and discussing current perspectives on the theoretical underpinnings of bricolage is crucial work that requires attention and was beyond the scope of our current study. Nonetheless, we believe future research can build on pre-existing management theories along with sociology and strategy literature to advance the field by conceptualizing, categorizing, and organizing the relationships among observed elements (Andersen and Kragh 2010).

Regarding the type of empirical analysis that researchers have engaged in for bricolage, it is evident that the chosen empirical settings would benefit from greater diversification. As noted earlier, approximately one-third of the articles focused on one of three regions: China ($n=31$), India ($n=8$), or the UK ($n=8$). We suggest that future studies explore other empirical contexts, involving countries beyond China, India, or the UK, to enhance our understanding of bricolage incidence in different regions and economies and uncover how this strategy contributes to regional development. Moreover, it would be interesting to conduct a study that analyzes cases of similar types of ventures (in terms of age and field) operating in distinct geographical locations, enriching our understanding of how the surrounding environment affects entrepreneurs' decisions and bricolage activity.

Although we encountered a high number of bricolage subtypes, we also found that many authors choose to refer to the bricolage concept in general, i.e. without specifying a subtype. This probably occurs because some definitions overlap and therefore the added value in choosing one is unclear. A recent review by Bhardwaj et al. (2023) has focused on bricolage subtypes and capabilities and pertinently contributed for the comprehension of this topic. Another explanation may be that some subtypes are just too specific and may not be so appealing for researchers to explore, such as 'salesperson bricolage' (Epler and Leach 2021) or 'inventor bricolage' (Banerjee and Campbell 2009), which we did not include in the list of bricolage subtypes due to the lack of representation in our sample. It would be interesting to further explore less studied bricolage subtypes such as 'spatial bricolage' and 'market bricolage' and conduct some empirical studies comparing them with, for instance, 'network and external bricolage' to understand if there are distinct process features between them. This could contribute for academics to reach a consensus regarding the use of subtypes to characterize bricolage activities.

The bricolage framework we elaborated includes the common elements present in a bricolage case, which however does not imply that each bricolage case will 'tick all the boxes'. For instance, improvisation is a common strategy used on bricolage, but may not be a necessary condition, with bricolage occurring independently. Regarding the outcomes, bricolage can generate social value creation without contributing to competitive advantage, and so on. As such, this framework may contribute to guide future researchers into strengthening the knowledge on the field. For instance, this framework can be used as a guide to study empirical cases and uncover the most and least common attributes of real bricolage activities. This would contribute to a further refining of the concept's boundaries.

Bricolage does not exist in isolation. It often intersects, and at times collides, with other entrepreneurial strategies. The confluence of bricolage with strategies like effectuation or lean startup methodologies might birth hybrid approaches, harnessing the strengths of multiple paradigms (Ries 2011; Sarasvathy 2001; Scazzioti et al. 2023). Future researchers may also delve into scrutinizing more specific aspects of the comparison between causation, effectuation, and bricolage to continue to strengthen each definition. For instance, focusing on the entrepreneur's expertise, opportunity identification and creation and on context could help bring more clarity to the terms. Moreover, we find that a very interesting route for future research is to uncover how ventures resort to causation, effectuation, and bricolage throughout their life cycle, as An et al. (2020) and Servantie and Rispal (2018) did. When a considerable number of empirical studies of that sort (in different contexts) are available, it will be possible to map where and when each of these strategies is more efficient, which will be a great contribution for the management literature. In our enquiry we privilege bricolage over these related constructs, as it is positioned as a unique conceptual lens through which to view entrepreneurial behaviour, particularly in resource-scarce environments (Baker and Nelson 2005). While causation and effectuation offer insights into decision-making processes (Sarasvathy 2001), bricolage illuminates the action-oriented, resourceful responses to immediate contextual challenges (Senyard et al. 2014).

In the intricate tapestry of entrepreneurship, bricolage emerges not just as a strategy but a philosophy, one that promises to transform narratives and redefine paradigms. We conceptualize bricolage both as a strategic approach adopted by organizations in resource-constrained environments and as a day-to-day practice that encourages innovation and creativity among employees. We delineate bricolage as a multifaceted construct, employed both strategically and practically, with philosophical underpinnings that permeate its theoretical and practical applications. Strategically, organizations utilize bricolage as an adaptive mechanism to combat resource shortages, echoing the resource-based view's emphasis on leveraging unique resource configurations (Barney 1991). This strategic embodiment of bricolage is reflective of a deliberate orchestration of constrained resources to yield innovation and competitive advantage (Baker and Nelson 2005).

On the practical front, bricolage is operationalized in the day-to-day improvisations that employees enact, resonating with practice theory's (Schatzki 2001) postulations on the enactment of

organizational activities. It is the art of resourcefulness in action, an emergent practice where individuals navigate their immediate constraints with ingenuity and creativity (Duymedjian and RÜling 2010).

Furthermore, we delve into the philosophical underpinnings of bricolage, viewing it as a mindset or worldview that values making do with available resources. Philosophically, bricolage advocates for an ethos of pragmatic resilience, embracing constraints as opportunities for ingenuity. This standpoint aligns with a pragmatic philosophical orientation that values adaptive problem-solving and resource reconstitution as a philosophy of action (Lévi-Strauss 1966).

As scholars, the onus is upon us to delve deeper, explore further, and enrich the collective understanding of this transformative concept.

5.3. Conclusions

We believe that bricolage has been garnering increasing attention to both scholars and practitioners, not only because it unveils itself has a powerful tool in entrepreneurship and innovation in resource-constrained environments, but also of what it can represent to every nation and contexts, even the most endowed. As sustainability rises as a pillar for modern society, bricolage may rise as an important mechanism to save resources while maintaining business performance. Moreover, bricolage carries a message of empowerment, as it shows how successful ventures are created and innovation is carried out despite adversities and mainly possible due to the entrepreneur's perseverance, creativity, and refusal to enact limitations.

By offering a comprehensive yet detailed and integrated perspective on bricolage, our research enables researchers and practitioners to become informed about the current state and body of knowledge on bricolage, which has until now remained fragmented. We encourage and inspire future researchers to reflect on the existing definition of bricolage and the relevance of the subtypes conceptualized over time. Additionally, we present a multi-level framework of bricolage to guide future research in uncovering the relationships between its constructs. We also highlight the evolution of bricolage research over the years and consolidate the conceptual discussion of overlapping concepts with bricolage. By proposing avenues for future research, we hope this work stimulates further exploration of bricolage in a constructive manner, aiming to reconcile the fragmentation caused by the rapid growth of dispersed information in recent decades.

Note

1. Results from the Web of Science's Social Sciences Citation Index (SSCI) database, using the keyword 'bricolage*' to search in the topic (title, abstract and keywords), restricting the language to English and the document type to articles and reviews.

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