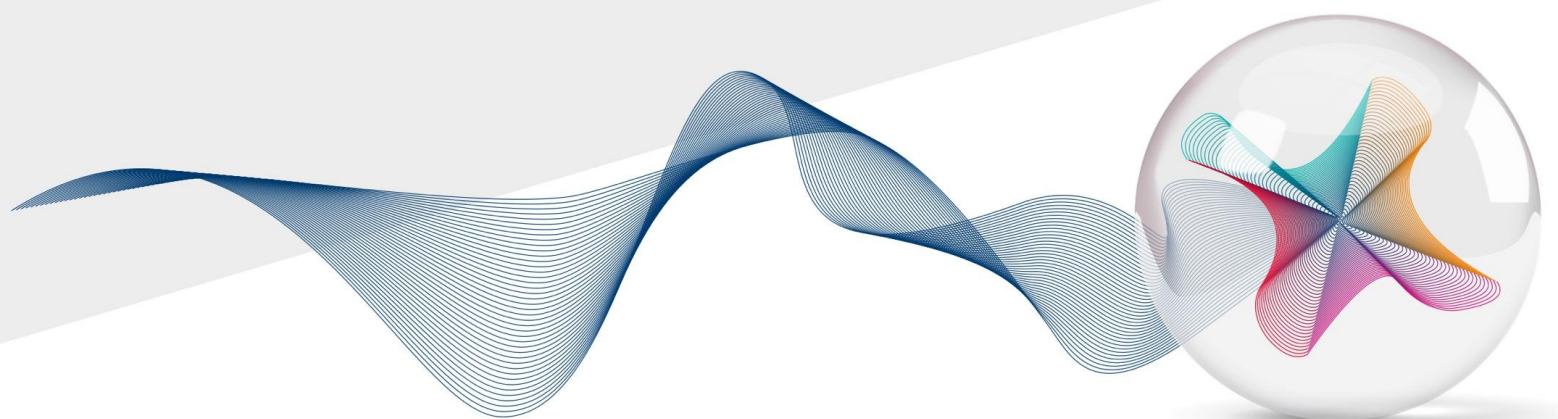


SÉMINAIRE SCIENTIFIQUE

Département d'entrepreneuriat et innovation



From Myth to Market: A Perpetuated Sensegiving Model of Conspiracy Entrepreneurship

While prior research highlights how sensemaking and sensegiving aim to produce plausible accounts that reduce uncertainty, we explore how some entrepreneurs deliberately maintain uncertainty to generate substantial profit. Specifically, we examine conspiracy entrepreneurship—the co-construction and exploitation of a business opportunity through a false counternarrative that claims two or more actors secretly coordinated an outcome of public interest. We take a qualitative approach to develop a perpetuated sensegiving model of conspiracy entrepreneurship. Our study focuses on the Lafferty et al. v. Jones (2022) court case, in which Alex Jones was sued by relatives of those killed in the Sandy Hook Elementary School shooting. We find that a conspiracy entrepreneur crafts counternarrative elements based on their own agenda, and creates an account of a situation that allows a subpopulation to make sense of an event in a particular way. We shed light on how collective sensemaking can be shaped in unexpected ways and offer insight into how deception can function as a deliberate strategy for constructing and exploiting entrepreneurial opportunities, rather than merely securing legitimacy. Beyond its evident practical implications, our research has implications for theories on sensemaking, sensegiving, and entrepreneurship.



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Jeudi 2 octobre 2025

12h00 à 13h15



Sur réservation seulement !

En présentiel: Salle Luc-Poirier (CSC, 1^{er} étage, **Vert**)

Zoom: <https://hecmontreal.zoom.us/j/85830047730>

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