KENNETH J. MCCARTHY

Chief Economist, Center for Innovative Entrepreneurship

Kenneth J. McCarthy is Chief Economist of The Center for Innovative Entrepreneurship. Prior to taking this position Mr. McCarthy was Chief Economist for vFinance, Inc.

For 10 years prior to joining vFinance, Mr. McCarthy headed the Economic Intelligence Company (EIC), a private consulting company that provided economic analysis and advice to Fortune 500 firms. Ken was also associated for 14 years with Rinfret Associates, Inc., an international intelligence firm headed by prominent economist Pierre Rinfret, where he served as Senior Vice President.

Ken received a Bachelor of Arts degree in economics from St. Anselm College in New Hampshire, a Master of Arts degree from Fordham University.

March 7th, 10:00 am
Max Plank Institute of Economics
Entrepreneurship, Growth and Public Policy Group
Seminar Room V03

Finding the Innovators: Using the Internet as a Source of Innovative Entrepreneurs for Survey Research

Entrepreneurs in the process of starting a new business or those who have recently started a business are more likely to use the internet than the general population and therefore, web-based sample surveys are more likely to be representative of the population of entrepreneurs than of the total population. The Center for Innovative Entrepreneurship has been endowed with the web site www.vfinance.com, which has high Internet search engine rankings for relevant search terms including “venture capital”. As a result, it attracts a regular stream of innovators and entrepreneurs seeking capital to finance their companies. CIE has surveyed these visitors using web intercepts and email invitations. We find that the population of entrepreneurs coming to the web site is biased toward more male members and higher income levels than the population of entrepreneurs at large. This may be a consequence of the reasons these individuals seek out vfinance.com in the first place, a subject for further study. However, the web site does provide a large, readily available pool of individuals who can be surveyed, tracked and studied in great detail.