

**LEARNING TO CRUISE ON “INTERNET TIME”:  
MAKING THE CONNECTION  
BETWEEN STRATEGIC ENTREPRENEURIAL ARCHETYPES  
AND  
ENVIRONMENTAL SCANNING ACTIVITIES**

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In the tumultuous business environment of the 21<sup>st</sup> century, Top Management Teams (TMT) are vital in opportunity recognition. We posit that TMTs play a key role in creating cultures where opportunities become radical or incremental innovations. We have developed four cultural archetypes that conceptualize the types of environmental scanning activities utilized in the opportunity recognition process. Future research will aim to make prescriptions for the TMT wishing to inject their organizations with vision, energy, and the entrepreneurial spirit.