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**Abstract**

This article explores what motivates junior researchers to engage in academic work and what questions are central for their academic identities. The context of the study is the entrepreneurial orientation of today's university, which according to many leaves little space for the academic calling. The main argument is that the identity work of the junior researchers interviewed revolves around four key questions: What kind of research should I do? What kind of tasks should I prioritize? Am I good enough at what I am doing? What would be the right place for me in the future? Their answers to these questions show that while some elements of the traditional academic identity continue to appeal to the junior researchers, they also search for new interpretations and sources of meaning. (HRK / Abstract übernommen) Hakala, Johanna, E-Mail: Johanna.K.Hakala@uta.fi