

Entrepreneurial Orientation

Epistemological, Theoretical, and Empirical Perspectives

Advances in Entrepreneurship, Firm Emergence and Growth

Andrew C. Corbett

Patrick M. Kreiser

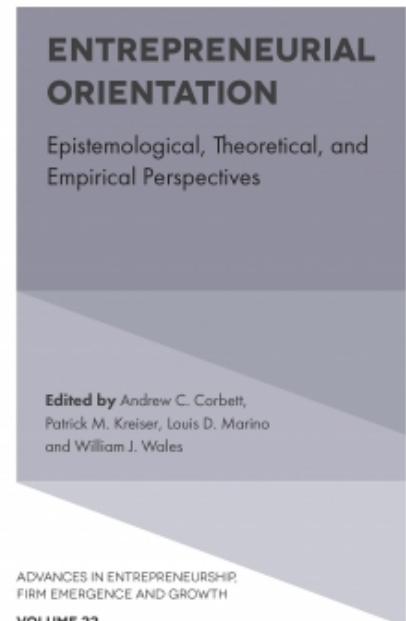
Louis D. Marino

William J. Wales

About the Book

Understanding the concept of Entrepreneurial Orientation (EO) is of critical importance as organizations and individuals manage a world that is defined by increasing uncertainty and complexity. The need for organizations of all types and sizes to survive and thrive in such an environment demonstrates a clear need for both managers and academics to really understand EO.

Building upon this foundational need to better understand EO and with both a scholarly desire to synthesize and the practical need to execute, this volume convenes some of the world's leading experts on EO to address some of the most pressing issues facing scholars and leaders in the world of practice. Within this volume, you'll discover cutting edge insights ranging from theorizing on the future of EO to an empirical investigation of its measurement. There are chapters that focus on international ventures and EO and a detailed call for a global, multidimensional view of EO. Other contributions provide contextual views of EO that examine its connections to digital work environments, family business, and more. Taken together, this volume provides readers with an overview of the current state of EO research and sets a compelling agenda for its future.



Format: Hardback

Pagination: 360

Price: £85.00 \$132.00 €110.00

Publication Date: 12th Jan 2021

ISBN: 9781838675721