

Entrepreneurial Behaviour

Unveiling the Cognitive and Emotional Aspects of Entrepreneurship

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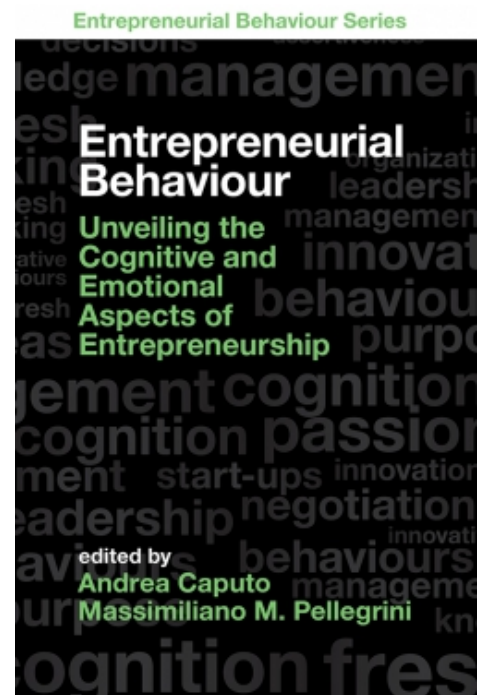
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About the Book

Entrepreneurial Behaviour: Unveiling the Cognitive and Emotional Aspects of Entrepreneurship provides a range of scholarly explorations of how decisions permeate the success of entrepreneurial ventures throughout their life cycle. This bridges the gaps in current research on entrepreneurship and innovative behaviours with decision making and negotiation. The success, longevity, and survival of SMEs are deeply linked to the effectiveness of individual decision-making processes, and established firms need to develop an entrepreneurial decision-making processes to maintain competitive advantages in a continuously changing and increasingly turbulent environment.

The book leads off with the core themes of the series and incorporates new perspectives around entrepreneurial emotions, passion and trust. Previous research has not studied in sufficient detail the negotiation processes in entrepreneurship. This edited work explores these negotiation processes in depth, while also providing a discussion forum for scholars interested in researching and understanding how decisions permeate the life of entrepreneurial ventures during their life cycle.



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