Entrepreneurship 5th Edition Hisrich


ECIE 2015-10th European Conference on Innovation and Entrepreneurship. One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneur's creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

Managing Growth. This book provides important information about the development of psychology as a discipline in Asia. Several research papers related to organizational psychology and the influence of psychology on quality of life in countries throughout Asia are included. The papers which appear herein were originally presented at the 3rd Convention of the Asian Psychological Association in Jakarta, Indonesia during July, 2012; the 4th Convention of the Asian Psychological Association in Jakarta, Indonesia during July, 2012; and the International Conference on Organizational and Psychological Psychology at the National Institute of Psychology in Islamabad, Pakistan during April, 2012. The information presented here provides a valuable window into how psychology is taught and practiced throughout Asia, especially in the workplace. Indigenous trends in research, theory and application are provided by authors who are native to, live and teach in the countries represented in the studies reported here. It is a must-read, not only for those in academic psychology and higher education, but also for those in business who are affected by changes in globalization of business practices. Psychologists, counselors, educators, and those with research interests in social sciences and cross-cultural research will find a wealth of current information.

Entrepreneurship in a European Perspective. Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Actual case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

Entrepreneurship, Business and Economics. This volume of Eurasian Studies in Business and Economics focuses on recent results from entrepreneurship and SME research, Human Resources, along with a focus on the Tourism industry. The first part deals with topics ranging from entrepreneurial intentions, social entrepreneurship and technological entrepreneurship to EU policies such as the 7th Framework program. Bridging the themes, the second part on Human Resources and General
Entrepreneurship and Structural Change in Dynamic Territories This book introduces learners to the fundamental concepts of strategic management of a small business, in the context of increasing globalisation. The text is designed to provide learners with the tools to analyse, formulate and implement strategies that will enhance the performance of any small business.

Entrepreneurship with PowerWeb "Africa and Beyond: Arts and Sustainable Development is a massive undertaking by thoughtful theorists and practitioners in...
Entrepreneurial Genius: Cases on Information Technology and Entrepreneurship is a cutting-edge look into how IT can be the structural foundation of an entrepreneurship, describing specific examples of IT as the base of a start-up company and demonstrating how, using IT as a strategic advantage, entrepreneurs can quickly move toward achieving their business goals.

Entrepreneurial ecosystems involve a complex synergy of factors, including social and structural changes that are frequently cumulative within territories, promoting the improvement of citizens’ quality of life and higher development levels. Further, dynamic territories are characterized by constant change, activity and progress. Each chapter in this volume examines a specific entrepreneurial ecosystem in an effort to describe why and how certain companies and organizations manage to overcome adversities and achieve strong performance, while others fail. Unlike the conventional focus, the volume examines microenterprises and Small and Medium Enterprises (SMEs), while also discussing selected experiences and case studies from developed and developing countries alike.

COVID-19 and Entrepreneurship: Due to the vital importance of SMEs in developed economies worldwide, this book aims to provide a unique and much-needed investigation into the underlying mechanisms and practices of management within these companies by collecting a wide range of original conceptual and empirical research in the topical area of management in SMEs and new ventures. Collecting work from dozens of leading scholars in fields ranging from management and entrepreneurship to human resource management and strategy, this book aims to supply readers with an overview of the field of research in management of SMEs and new ventures as well as in depth knowledge on a variety of related topics. The essays collected here are focused and practical, offering a variety of explicit and pragmatic recommendations for action and developing new tools and strategies useful to scholars and students as well as practitioners working in the field of SME and new venture management and consulting.

Entrepreneurship: Amid the COVID-19 pandemic, small businesses are especially vulnerable. This is one of the first books that explicitly examines the linkage between crisis and entrepreneurship with a specific focus on small businesses. The book adopts a holistic approach and outlines strategies that small business owners can utilize as well as business opportunities that are available in these new market conditions. It also provides a comparative analysis of the current and future market conditions to enable a better understanding of how institutional structures can facilitate or hinder growth. The book also goes on to explain why and how creativity and innovation can help to mitigate the impact of such a crisis on business and highlights why business continuity is especially crucial to family-owned businesses. This timely publication will help to guide small business owners and entrepreneurs to maintain business continuity and build up their resilience in a challenging business climate.

Tourism Entrepreneurs: These proceedings represent the work of contributors to the 10th European Conference on Innovation and Entrepreneurship (ECIE 2015), hosted this year by The University of Genoa, Italy on the 17-18 September 2015. The Conference Chair is Prof Luca Beltrametti and the Programme Co-chairs are Prof Renata Paola Dameri, Prof. Roberto Garelli and Prof. Marina Resta, all from the University of Genoa. ECIE continues to develop and evolve. Now in its 10th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and growing area of research. The opening keynote presentation is given by Marco Doria - Mayor of Genoa on the topic of Innovation and entrepreneurship in Genoa: past, present and future. A second keynote will be given by Flavia Marzano from the National Board for Innovation and Italian digital agenda on the topic of Innovation: New visions not just new technologies. The second day keynote will be given by Roberto Santoro, President of the European Society of Concurrent Engineering Network (ESoCE Net) on the topic of People Olympics for healthy and active living: A people driven social innovation platform. In addition to the main themes of the conference there are a number of specialist mini tracks on topics including Innovation and strategy, Entrepreneurship education in action, The theory and practice of collaboration in entrepreneurship and Challenges for entrepreneurship and innovation in the 21st Century. With an initial submission of 275 abstracts, after the double blind, peer review process there are 88 Academic research papers, 6 PhD research papers, 1 Masters Research paper, 4 work-in-progress papers and 1 Non-academic paper published in these Conference Proceedings. These papers represent research from Australia, Brazil, Bulgaria, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Germany, Ghana, Greece, Hungary, India, Iran, Ireland, Israel, Italy, Japan, Kazakhstan, Kuwait, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Poland, Portugal, Romania, Romania, Russia, Russian Federation, Saudi Arabia, South Africa, Spain, Sweden, Thailand, Thailand, UK and USA.
Entrepreneurial Complexity Providing students of business management with a process for understanding the tourism industry, this educational tool highlights the importance of entrepreneurial activities within an unique and variable industry. Aiding readers in the move from conceptual stages to the drafting of a business plan, this guide gives budding entrepreneurs thorough guidance on financing a new tourism venture, assessing and identifying market opportunities, highlighting potential risks, and preparing a lucid financial management plan. Sample case studies and 10 simple rules for starting a successful tourist-based small business are also provided.

Rich Dad, Poor Dad The problems inherent in the business venture life cycle are discussed theoretically and applied to case studies in this business guide for entrepreneurs and small business owners on growth and management strategies for business start-ups.

International Handbook of Women and Small Business Entrepreneurship This book provides an introduction to a number of important topics relevant to the study and understanding of entrepreneurship and the process of creating, or giving birth to, a new business. Entrepreneurship has become a popular career path in developed and developing countries, a phenomenon that has contributed to the intense interest in the subject shown by researchers and policymakers around the world. Several factors have come into play, including advances in technology that allowed smaller firms to take advantage of economies of scale that previously were only available to larger firms; the ability of smaller firms, because of their size, to be more flexible and responsive to market changes; implementation of government policies calculated to encourage entrepreneurial activities and behavior; support from governments and other economic units that established procurement programs to assist small businesses; high unemployment rates in recent decades due to corporate restructuring and downsizing, which have caused some workers to choose an entrepreneurial path rather than retrain for placement in an unsteady job market as a means for dealing with their midlife crisis; and changes in typical career patterns away from expectations of long-term employment with large firms in a single occupation toward a flexible labor force, a phenomenon that has led to increased interest in entrepreneurship among those with post-secondary education and an established career record build over several decades in the workplace. The chapters cover definitions and types of entrepreneurship; the relationships among entrepreneurship, innovation and development; research on entrepreneurship, comparative research into entrepreneurship in multiple countries and research into cross-border entrepreneurship (i.e., international activity of small- and medium-sized enterprises and new ventures); factors influencing entrepreneurial activities; motivational traits of prospective entrepreneurs; the influence of societal culture on entrepreneurial activities and attitudes regarding entrepreneurship as a career path; the influence that the institutional environment has on entrepreneurship; and the role of entrepreneurs in launching new businesses. This book is an excellent introductory source of information on entrepreneurship research for use by academics and other professionals in their courses and for entrepreneurs looking to fit their dreams and aspirations in the broader context of entrepreneurship.
Entrepreneurship Sandra Fielden and M arilyn Davidson, already well known for their contributions to gender issues in management, have brought together an absorbing collection of articles that serve to enhance our understanding of a complex area within organisation studies. . . this particular Handbook is not a mere glossary. The editors provide a forum for scholarly works in a specialised area of small business and entrepreneurship research. And the International Handbook of Women and Small Business Entrepreneurship provides a rich resource collectively, the papers serve to summarise and re-examine much of the relevant research to date. . . an accessible book that follows a logical and coherent pattern . . . the range of this book is significant, and the accomplishment considerable. . . the International Handbook of Women and Small Business Entrepreneurship is a serious contribution to a niche area of entrepreneurship scholarship. The editors and authors have established a place for women in the literature, confirming that gender issues cannot be dismissed as a mere adjunct to the broader field of entrepreneurship study. This collection offers the reader intelligent engagement with the range of research and ways of knowing about women and entrepreneurship. Established scholars will find much of interest, and we would also confidently recommend the Handbook to interested newcomers. Robyn Walker and Kate Lewis, Women in Management Review Sandra L . Fielden and Marilyn J. Davidson have put a great deal of work into producing this compilation of scientific studies on women and small business entrepreneurship. In this book, the editors have managed to put together an excellent compilation of studies that look at topics that have received the highest interest in this field in recent years. . . it offers a good balance between theory and practice-oriented studies and presents an academic viewpoint that comes extremely close to the real, current situation of this phenomenon. This book therefore provides a useful tool both for the academic community in general and for students, particularly at a postgraduate or doctorate level, who wish to gain a state-of-the-art overview of this business phenomenon. It may also be put to good use by women in management and entrepreneurship as well as policymakers and small service providers, given its high empirical content, supported by a sound empirical framework, which deals with real-life issues for women who wish to start up and manage their own businesses. María Ángeles Escriva M oreno, Entrepreneurship Management . . . a truly international, unique and impressive contribution to our knowledge and understanding of issues for females starting, running and growing businesses.

. . . an important read for anyone with an interest in female entrepreneurship, including researchers, support agents and policymakers. Moreover, this book may be of interest to those concerned with the theoretical development of the study of entrepreneurship. Laura Galloway, International Journal of Entrepreneurship and Innovation . . . this book can be recommended as an insightful and interesting work on women’s entrepreneurship from a broad perspective. Wing Lam, International Small Business Journal This truly international Handbook makes a significant contribution to the field of women’s entrepreneurship by broadening the scope of the conversation, hearing voices that are often unheard, and providing a framework that organizes the current body of knowledge but also presents pathways for future research and practice. Patricia G . Greene, Babson College, US This Handbook is a breakthrough collection. Women worldwide are now starting small businesses and entrepreneurial ventures at a faster rate than men. Though small in size, these initiatives represent a significant factor in economic growth, highlighting their importance. This collection sheds light on the motivations, personality and behaviors of women entrepreneurs, the constraints and drivers of their businesses, and the challenges and opportunities that they face.

Entrepreneurial Excellence This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these digital factors provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. “Digitalization mirrors the Industrial Revolution’s impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor, Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples,” Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA “This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

Cases on Information Technology Entrepreneurship In this book, Gene Landrum, one of the world’s foremost authorities on entrepreneurship, presents: Dr. Gene’s 12 Laws of Entrepreneurial Genius. Professor Landrum begins with biographical overviews of a dozen of the most interesting and powerful entrepreneurs of recent vintage. He identifies their unique eccentricities and then shows the personality traits that they all have in common. These are the attributes that constitute the genius of the great entrepreneur. To enable you to compare your personality attributes with those of the great entrepreneurs who have achieved billionaire status, Professor Landrum has included in this book a self-assessment exercise.
Entrepreneurial Excellence The tourism industry is the largest service industry and the largest employment generator in the world. This was made possible by increasing globalization and disposable income, with the labor force playing an important role. Factors such as quality of services and business performance depend on a well-educated, well-trained, skilled, enthusiastic, and committed workforce. Entrepreneurial Excellence in Power Semiconductor Devices, Power Electronics, and Electric Machines and Drive Systems introduces the basics of entrepreneurship and a methodology for the study of entrepreneurship in electrical engineering and other engineering fields. Entrepreneurial Excellence is here in three fields of electrical engineering, viz. power semiconductor devices, power electronics and electric machines and drive systems, and their current practice. It prepares the reader by providing a review of the subject matter in the three fields, their current status in research and development with analysis aspect as needed, thus allowing readers to gain self-sufficiency while reading the book. Each field’s emerging applications, current market and future market forecasts are introduced to understand the basis and need for emerging startups. Practical learning is introduced in: (i) power semiconductor devices entrepreneurship through the prism of 20 startups in detail, (ii) power electronics entrepreneurship through 28 startup companies arranged under various application fields and (iii) electric machines and drive systems entrepreneurship through 15 startups in electromagnetic and 1 in electrostatic machines and drive systems. The book: (i) demystifies entrepreneurship in a practical way to equip engineers and students with entrepreneurship as an option for their professional growth, pursuit and success; (ii) provides engineering managers and corporate-level executives a detailed view of entrepreneurship activities in the considered three fields that may potentially impact their businesses, (iii) provides entrepreneurship education in an electrical engineering environment and with direct connection and correlation to their fields of study and (iv) endows a methodology that can be effectively employed not only in the three illustrated fields of electrical engineering but in other fields as well. This book is for electrical engineering students and professionals. For use in undergraduate and graduate courses in electrical engineering, the book contains discussion questions, exercise problems, team and class projects, all from a practical point of view, to train students and assist professionals for future entrepreneurship endeavors.

What Entrepreneurs Need to Know about Government

Technical Education and Vocational Training in Developing Nations Severe economic depression and the difficulty to acquire employment with adequate income have significant impact on a nation’s social welfare. The need to provide ample educational opportunities is more imperative than ever, particularly in emerging economies. Technical Education and Vocational Training in Developing Nations is a comprehensive reference source for the latest literature on optimizing the implementation of curriculum development and instructional design strategies for technical and vocational education. Featuring innovative coverage across a range of relevant topics, such as curriculum deficiency, teacher competencies, and accessible learning, this book is ideally designed for policy makers, academicians, researchers, advanced-level students, technology developers, and educators interested in the improvement of professional learning programs.

Managing New Ventures This overview of marketing theory and practice explains the functions of market research, planning, packaging your product, pricing it, promoting and advertising it, and distributing it to wholesale and retail outlets. In this volume, the entire range of marketing is covered, from the details involved in personal salesmanship to the understanding of international markets. Here is solid, practical information that will help you meet your company’s marketing problems, and solve them when they need to be solved.

Entrepreneurial Excellence The tourism industry is the largest service industry and the largest employment generator in the world. This was made possible by increasing globalization and disposable income, with the labor force playing an important role. Factors such as quality of services and business performance depend on a well-educated, well-trained, skilled, enthusiastic, and committed workforce. Contemporary Human Resources Management in the Tourism Industry is a pivotal reference source that provides research on the role of human resource departments in creating value for the workplace through innovation and efficient work processes. While highlighting topics such as organizational structure, gender equality, and employee motivation, this publication explores the development of organizational culture, as well as methods of translating business strategy into action through dramatically managing staff on all levels in the tourism industry. This book is ideally designed for human resources managers, business owners, business professionals, researchers, and academicians seeking current research on the organizational skills and strategies necessary in creating effective tourism businesses.
Africa and Beyond Women represent the fastest growing group of entrepreneurs today. Despite the enormous economic contributions of this group, female entrepreneurship remains under-explored and inadequately covered in academic literature. Female Entrepreneurship and New Venture Creation aims to address this gap by shedding light on the unique aspects of female entrepreneurship. Tracing women’s journey along the venture creation process, Kariv’s book highlights the creatively different ways in which women approach the entrepreneurial enterprise; takes into account different environmental and cultural constraints that impact female entrepreneurship; provides a theoretical framework for the venture creation process that is practical and broadly applicable; includes in-depth case studies drawn from contributors around the world. This book captures the diversity of female entrepreneurship and provides a valuable synthesis of the insights that emerge from the stories of women entrepreneurs around the world. It will be a valuable resource for students of entrepreneurship, as well as professionals.

Psychology at Work in Asia This textbook focuses on the management challenges of founding a new venture and managing its rapid growth as the firm evolves. It covers crucial management areas in the entrepreneurship context such as entrepreneurial finance, marketing, and human resource management. Also, more hands-on management topics like writing a business plan and choosing a legal form for a venture are covered. A key chapter of the book is dedicated to leadership challenges in managing rapidly growing young firms located in new industries and technology areas. The book is written from a Continental European perspective to cater for its European target audience in entrepreneurship courses to be held in English.

Start-Ups and SMEs: Concepts, Methodologies, Tools, and Applications Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.