

## Handbook of Measures for International Entrepreneurship Research: Multi-Item Scales Crossing Disciplines and Contexts (Paperback)



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*(Prof. Adolph Wisoky)*

## HANDBOOK OF MEASURES FOR INTERNATIONAL ENTREPRENEURSHIP RESEARCH: MULTI-ITEM SCALES CROSSING DISCIPLINES AND CONTEXTS (PAPERBACK)



Edward Elgar Publishing Ltd, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. The Handbook of Measures for International Entrepreneurship Research is a user-friendly collection of multi-item measures developed and used in the research of international entrepreneurship and important areas related to it: international business, entrepreneurship, marketing, strategy, and innovation. Editors Nicole Coviello and Helena Yli-Renko carefully compiled 212 scales from over 820 possible measures using rigorous selection criteria. The scales fall into eight distinct categories: \* Individual-level influences \* Firm and team-level influences \* External environmental influences \* Relationships, networks, and social capital \* Organizational learning \* Capabilities \* Orientation and strategy \* Performance and innovation outcomes For each scale, the book includes the following information to enable ease of use: summary, construct definition, description, source, development or adaptation procedures, sample, validity, scores, references, and scale items. This standout Handbook not only builds a compelling case for a more rigorous approach to research methods in international entrepreneurship research, but also explores the best practices in development, adaptation, use, and reporting of multi-item measures. Academic researchers in international entrepreneurship, international business, entrepreneurship, marketing, strategy, and/or innovation will find this reference tool a welcome addition to their survey research practices. Policy-makers conducting research in these areas will also appreciate this book.

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