

International Small Business Journal Impact Factor

Wo steht die Entrepreneurship-Forschung aktuell und welchen Nutzen stiftet sie für die Gründungspraxis? Das Buch gibt einen repräsentativen Querschnitt durch das breite Spektrum des Entrepreneurships und zeigt den aktuellen State-of-the-Art auf. Schwerpunktthemen sind: Entrepreneur-Persönlichkeit Unternehmerische Organisation Spezifische Erscheinungsformen des Entrepreneurships Systemische Betrachtung des Entrepreneurships Entrepreneurial Ecosystem Entrepreneurial Education Das Buchprojekt versteht sich als Beitrag zum Theorie-Praxis-Transfer und richtet sich neben Wissenschaftlern auch an Entrepreneure in der Praxis. The book draws upon new theoretical perspectives and approaches as a means of illustrating the inherently social and contextualized nature of entrepreneurial practice, and advance the manner in which we critically think about and engage with various aspects of entrepreneurial practice and development.

Previous research on the institutional structure of franchising networks (Bri-ley et al. 1991; Lutz 1995; Shane 1998; Lafontaine and Shaw 1999, 2005; - fuso 2002; Penard et al. 2003a,b) does not explain the governance structure of the franchising firm as an institutional entity that consists of two interrelated parts: Residual decision rights and ownership rights. The latter includes not only residual income rights of franchised outlets but also residual income rights of franchisor-owned outlets. Previous studies primarily examines the incentive, signalling and screening effects of fees, royalties and other contractual pro- sions from the point of view of organizational economics (see Dnes 1996 for a review) without taking into account the interactions between residual decision and residual income rights as interrelated parts of the governance structure. This paper fills this gap in the literature. According to the property rights view, de- sion rights should be allocated according to the distribution of intangible kno- edge assets between the franchisor and franchisee and ownership rights should be assigned according to the residual decision rights. Since ownership rights are diluted in franchising networks, the dilution of residual income rights of fr- chised outlets is compensated by residual income rights of company-owned o- lets. Under a dual ownership structure, company-owned outlets compensate the disincentive effect of low royalties for the franchisor, and low royalties strengthen the investment incentives for the franchisee.

Das fundierte, praxisnahe Buch zeigt, welche Besonderheiten diese Unternehmensform aufweist. Familienunternehmer profitieren von engen Verbindungen. Gleichzeitig können genau diese für Streit, Angst, Wut und zahlreiche Diskussionen sorgen. Die Autoren gehen der Frage nach, wie Familienunternehmen vom Kreditgeber, vom Kunden, vom eigenen Steuerberater gesehen werden und was diese Beziehung prägt. Sie widmen sich explizit auch der Sicht der Stakeholder. Konkrete Fallbeispiele aus Wissenschaft und Praxis eröffnen den Unternehmensinhabern und allen Personen, die mit der Thematik befasst sind, eine neue Sicht- und Herangehensweise an das Familienunternehmen.

In its description and analysis of the current context of research and practice of HRD in small organizations, this collection of essays provides a comprehensive and critical evaluation of current approaches. This evaluation leads to an exploration of a number and range of HRD methods as they are applied in the small organization context and provides a range of examples of research and practice which will inform and support the teaching of HRD.

'This is a very business-like book in its approach. It has an impressive global reach in its authorship, focal areas and use of evidence; it hits all the major practical challenges of family firms in a spirit that is fresh and current; and it deals with the cutting-edge themes and issues that are uppermost in the minds of owners, executives, advisors and researchers in the field.' – Nigel Nicholson, London Business School, author, *Managing the Human Animal, Family Wars and The 'I' of Leadership* Acclaim for the first edition: 'The authors have taken a lot of pain in putting this handbook together. As the name indicates, this is an excellent handbook for

researchers.' – Global Business Review 'The Handbook of Research on Family Business has collected and synthesized a broad variety of topics by notable researchers who share a common dedication to family business research. This Handbook provides a comprehensive treatment that advances the frontiers of knowledge in family business, provoking valuable thoughts and discussion. The Handbook will serve as both an authoritative and comprehensive reference work for researchers investigating family enterprises.' – A. Bakr Ibrahim, Concordia University, Montreal, Canada 'Although family business research is a young discipline it is both necessary and important. For the wellbeing and future development of our society the survival of prosperous and passionate family business entrepreneurs is indispensable. In order to help the families in business to better understand how to succeed with their enterprises we need qualified and updated research. This book is the answer!' – Hans-Jacob Bonnier, Bonnier Business Press Group, Sweden and 6th Generation Chairman of the Family Business Network – International 'This Handbook is a unique compilation of the most important and the best recent family business research. The field has grown so rapidly that this effort will be a mark for the research to follow. The Handbook of Research on Family Business will be the reference for scholars in family business for many years to come. It will also stimulate new ideas in research.' – John L. Ward, IMD, Switzerland and Northwestern University, US During the previous decade, the multi-disciplinary field of family business has advanced significantly in terms of advances in theory, development of sophisticated empirical instruments, systematic measurement of family business activity, use of alternative research methodologies and deployment of robust tools of analysis. This second edition of the Handbook of Research on Family Business presents important research and conceptual developments across a broad range of topics. The contributors – notable researchers in the field – explore the frontiers of knowledge in family business entrepreneurship and stimulate critical thinking, enriching the repository of theoretical frameworks and methodologies. The Handbook takes a systematic and rigorous approach by providing in-depth insights into the dynamics of family business, its context and the significant role of stakeholders. Ultimately, this scholarly compendium of extant family business papers is an invaluable resource for researchers, educators, family business consultants, family business owner-managers and students.

This thought provoking book builds on existing research traditions that make small business, entrepreneurship and family business a resource rich arena for study.

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The SAGE Handbook of Small Business and Entrepreneurship SAGE

The COVID-19 pandemic has affected every aspect of the modern world, and its impact is felt by all. The pandemic particularly has had a large impact on businesses as they were forced to close, supply chains were disrupted, and new health and safety precautions were adopted. As such, many businesses, especially small businesses, were faced with losses they could not afford. Governments and stakeholders across the

world have thus needed to formulate various strategies and interventions to mitigate the negative consequences of the COVID-19 pandemic, particularly as they relate to small- and medium-sized enterprises (SMEs). The Handbook of Research on Strategies and Interventions to Mitigate COVID-19 Impact on SMEs is a comprehensive reference source that encapsulates the overall effect of COVID-19 on SMEs and a variety of strategies to overcome the negative effects and create more sustainable policies and organizations moving forward. The book offers a thorough overview of interventions and tactics to help organizations, entrepreneurs, and institutions of higher learning overcome the negative impact of COVID-19 while preparing policies for a more effective post-pandemic world. Covering topics that include sustainable practices for development, interventions to lessen the impact of COVID-19, and psychological resilience for SME employees, this book is ideal for entrepreneurs, managers, executives, small businesses, family firms, academicians, scholar-practitioners, policymakers, researchers, and students.

Well-managed employment relationships can be a secret to business success, yet this factor is relatively poorly understood when it comes to small and medium-sized enterprises (SME's). Written by active researchers with teaching experience, this book brings together the fields of entrepreneurship and human resource management for the first time, providing entrepreneurship students with a solid grounding in HRM as well as a platform for further critical engagement with the research. The concise and authoritative style also enables the book to be used as a primer for researchers exploring this under-developed terrain. As the only student-focused specialist book on human resource management in entrepreneurial firms, this is vital reading for students and researchers in this area, as well as those interested in small business and management more generally.

The Changing Global Economy and its Impact on International Entrepreneurship addresses different changes and challenges which small and medium sized enterprises (SMEs) face in an economy where they need to compete at home and cannot refrain from participating in international markets. This volume presents a collection of 12 carefully selected chapters that highlight challenging real-world cases to illustrate a variety of difficult problems. The book presents an analytical framework with three levels of analysis - entrepreneurial level, firm level, and institutional level - to document comprehensive, realistic and experientially-based entrepreneurial initiatives, potent firm and public policy strategies with solid results.

Comprises of a selection of competitive papers from the 34th European International Business Academy Annual Conference, held in Tallinn, Estonia in December 2008, with the theme International Business and the Catching-up Economies: Challenges and Opportunities.

This second edition of a classic reference work, written by some of the most eminent academics in the field, contains over 30 per cent more entries on entrepreneurship. Comprehensive in scope, it includes topics from business angels, to export services to family business and uncertainty and venture capital. There are also entries on individuals including George Eastman, Howard Hughes, Joseph Schumpeter and Walt Disney. Providing its readers with a unique point of reference, as well as stimulus for further research, this Encyclopedia is an indispensable tool for anyone interested in entrepreneurship, particularly students, scholars and researchers.

This title presents important theoretical developments with regard to research at the entrepreneurship and marketing interface. The editors have invited acknowledged authors working in this exciting discipline, from around the world, to divulge and present in a comprehensive format, a book which addresses critical issues for businesses, both small and large, from a global perspective.

Small business leaders (SBLs) underutilize billions of dollars of US government funding for small business subcontracting. The role of small business in the United States is important to local economies as well as a major contributor to the US economy. Using the resource-based view as the conceptual framework for this study, the purpose of this qualitative multiple case study was to explore the strategies five government support sector SBLs in the mid-Atlantic region used to obtain US government subcontract awards to remain sustainable. The selection criteria for this study consisted of small businesses in the mid-Atlantic region that have obtained subcontracts on prime government contracts. The data-collection process included a review of the small business documents and participants' responses to semistructured interviews. The data analysis process included case study analysis and cross-case comparisons using methodological triangulation. Based on the data analysis, themes that emerged from the results of this study included education, experience, and networking related to strategy creation and implementation by the SBLs to obtain subcontracts on prime contracts. The findings of this study may contribute to social change by providing SBLs an opportunity to learn strategies to obtain subcontracts, which could increase organizational opportunities, promote job creation, and help to improve local economies through increases in tax revenues that could help the elderly, children, and others within the community.

Proceedings of the 5th International Conference on Innovation and Entrepreneurship held in Cyberjaya, Malaysia on 26th-27th April 2017.

The book provides an overview of developments in the field of entrepreneurship education, with special reference to global perspectives on innovations and best practices, as well as research in the emerging economy context. It focuses on various experiments in curriculum design, review and reform in addition to the innovative processes adopted for developing new content for entrepreneurship courses, in many cases with an assessment of their impact on students' entrepreneurial performance. Further, it discusses the pedagogical methods introduced by teachers and trainers to enhance the effectiveness of students' learning and their development as future entrepreneurs. It explains the various initiatives generally undertaken to broaden the scope of entrepreneurship education by extending it beyond regular students and offering it to other groups such as professionals, technicians, artisans, war veterans, and the unemployed. The book is a valuable resource for researchers and academics working in the field of entrepreneurship education as well as for trainers, consultants, mentors and policy makers.

Liv Kirsten Jacobsen analysiert zahlreiche empirische Daten, die in den Vereinigten Staaten und Deutschland veröffentlicht wurden, und filtert sechzehn Faktoren heraus, die sich in den meisten Studien als tatsächlich erfolgsrelevant

erwiesen haben. Ihr Erfolgsmodell zeichnet sich dadurch aus, dass es den Erfolg als zu erklärende Größe in den Mittelpunkt stellt und eine Reihe unterschiedlicher interdisziplinärer Forschungsrichtungen vereint.

„Kommunikation kleiner und mittlerer Unternehmen“ ist der vierzehnte Jahresband zur Forschung und Praxis in kleinen und mittleren Unternehmen (KMU). Er ist das siebzehnte Buch in der gefragten KMU-Edition. Die wachsenden Forderungen der Öffentlichkeit zur Transparenz von Unternehmen, der vermehrte Auftritt auch von kleinen und mittleren Unternehmen auf Finanzmärkten und neue, insbesondere mobile Kommunikationstechnologien haben neue und vielfältige Fragen zur Kommunikation in Unternehmen aufgeworfen – jenseits der klassischen Marktkommunikation: Schlagworte wie Finanz(markt)kommunikation, Social Media, Transparenzmanagement und Mobile Communication sind in den letzten Jahren Anstoß zu neuer Forschung und Synonyme für völlig neue Aufgaben in der Praxis geworden. Das Buch trägt interessante Schlaglichter und neue Erkenntnisse aus der – nicht nur – deutschsprachigen Forschung und Praxis zusammen. Weiße Flecken in der Forschung, ungewöhnliche Lösungen, Wege und Hilfsmittel für die Praxis werden aufgedeckt. Die Beiträge sind so zusammengestellt, dass zum einen Grundlagenwissen für KMU und deren Berater vermittelt wird, zum anderen aber auch neueste und erfolgreiche Erkenntnisse und Erfahrungen sowie illustrierende Beispiele präsentiert werden. Das Jahrbuch richtet sich primär an ... - zukunftsorientierte und aufgeschlossene Unternehmer aus KMU, - deren Führungsmitarbeiter, - Berater und Vertreter von Verbänden, - Dozenten und Studierende der Wirtschaftswissenschaften sowie - Wissenschaftler auf diesem Gebiet. Die Beiträge sind in einem mehrstufigen Double-Blind-Begutachtungsverfahren aus einer großen Zahl von eingereichten Vorschlägen ausgewählt worden und geben wissenschaftlich wohlfundierte Erkenntnisse für die Forschung, aber auch für die Praxis wieder.

Human Resource Development Relies Upon a Strong Educational Foundation In the Handbook of Human Resource Development, Neal Chalofsky, Tonette Rocco, and Michael Lane Morris have compiled a collection of chapters sponsored by the Academy of Human Resource Development to address the fundamental concepts and issues that HR professionals face daily. The chapters are written and supported by professionals who offer a wide range of experience and who represent the industry from varying international and demographic perspectives. Topics addressed form a comprehensive view of the HRD field and answer a number of key questions. Nationally and internationally, how does HRD stand with regard to academic study and research? What is its place in the professional world? What are the philosophies, values, and critical perspectives driving HRD forward? What theories, research initiatives, and other ideas are required to understand HRD and function successfully within this field? As the industry grows, what are the challenges and important issues that professionals expect to face? What hot topics are occupying these professionals now? The

Handbook's insight and guidelines allows students and HR professionals to build a fundamental understanding of HRD as an industry, as a field of research, and for future professional success.

This book describes how a deeper knowledge and understanding of cultural differences represents a meaningful and useful tool for management of companies, and in particular SMEs, in the People's Republic of China. After introductory chapters on the internationalization of SMEs and the role played by management in this process, the authors explore the implications of academic discourses on culture and its dimensions for company management. The influence of Chinese cultural roots and the country's current cultural environment on management is then examined, with provision of guidance on response to the identified challenges. A key feature of the book is the presentation of important recent fieldwork in the main economic regions of China. This research further clarifies how business culture and cultural differences impact on company activities in China and casts light on various aspects of the adaptive capability of SMEs within the country, highlighting the value of cultural awareness and intelligence. The book will be of interest to academics and practitioners alike. Examines the development and role of small business clusters from a variety of disciplines - economics, marketing, management, and information systems. This book aims to prove that there is an approach suggesting that cluster analysis is truly interdisciplinary. It gives case studies illustrating the variety of clusters throughout the world.

The internationalization of emerging economies has brought new perspectives to international business development. Focusing on the extensive impact these emerging economies and firms have had, this volume covers the strong players, such as Brazil, Russia, India and China, as well as dynamically developing economies such as Mexico and the Philippines. The contributors review topics such as the role of institutions and resource dependency on outward foreign direct investment from emerging economies, and the role of the global mindset and psychic distance on the performance of subsidiaries of firms originating from emerging economies. It explores new horizons in international business development and addresses challenging perspectives.

The development of tourism has historically been characterised by enterprising individuals. Small businesses are the backbone of the tourism and hospitality industry. However, entrepreneurship and the entrepreneurial process have long been marginal topics within tourism scholarship. This is a critical, yet accessible, introduction to the subject. Structured into twelve chapters, this book takes an intuitive step-by-step progression through entrepreneurship in tourism: context, theoretical perspectives and definitions; the entrepreneurial process from concept to reality to growth, policy context and future directions. Featuring learning outcomes, 'reflective practice' activities and a range of international case studies that encourage critical thinking and practical applications, this is essential reading for anyone studying tourism degree programmes at undergraduate and graduate level.

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Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Additional Research in this book to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Entrepreneurship and Small Business: 2013 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

Aktuelle Studien über das Internationalisierungsverhalten von KMU zeigen, dass die Mehrheit der Unternehmen ihre Internationalisierungsstrategien nicht nur auf den klassischen Weg der Exporte beschränkt, sondern auch die Vorteile anderer Internationalisierungsformen nutzt. Der ausländische Markteintritt von KMU gestaltet sich dabei immer individuell und kann sowohl von ihrer Größe, Finanzlage, strategischen Zielen und Visionen für die Zukunft, als auch von der Branche, wo sie tätig sind, und den Eigenschaften und Differenzierungsmerkmale der angebotenen Produkten abhängen. Die Internationalisierung des Mittelstandes eröffnet den Unternehmern völlig neue Möglichkeiten. Zeitgleich stellt sie jedoch Anforderungen an die Geschäftsführer, denen diese teils nicht gewachsen sind oder denen sie sich überhaupt nicht bewusst sind. Infolgedessen wirkt sich eine Expansion in der Regel nicht immer positiv auf den Erfolg aus. Aus diesem Grund ist die Zielsetzung dieser Arbeit, die Markteintrittsformen, die ein KMU bei der Internationalisierung zur Verfügung stehen, mit dem Unternehmenserfolg unter Berücksichtigung verschiedener Aspekte in Verbindung zu setzen. Dabei wird untersucht, welche mögliche Auswirkung die verschiedenen Market Entry Modes, in Abhängigkeit sowohl von der geringen Ressourcenausstattung der KMU, als auch von der Branchenzugehörigkeit und ihrer spezifischen Produktmerkmalen, auf das Performanceniveau haben.

Dedicated to Professor Peter Buckley, OBE, this volume of Progress in International Business Research explores the new challenges for MNEs, SMEs (small and medium sized enterprises) and INVs (International New Ventures) emerging from this changing and increasingly unpredictable political, economic, social and technological VUCA world.

Competition to publish in the top journals is fierce. This book provides entrepreneurship researchers with relevant material and insights to support them in their efforts to publish their research in the most prestigious entrepreneurship outlets. &a

Das Fachbuch zeigt die Entwicklung eines quantitativen Messinstruments für Entrepreneurial Marketing (EM) auf und prüft zusätzlich die Erfolgswirkung von EM. Die im Jahr 2007/08 beginnende Wirtschaftskrise brachte große Herausforderungen für österreichische KMU im produzierenden Bereich mit sich und wird daher für die quantitative Überprüfung des neu entwickelten Messinstruments und der Erfolgswirkung von EM herangezogen. Als Ergebnis wurde EM konzeptionell gefasst, operationalisiert und durch die vier Faktoren „Marktorientiertes Auslösen von Verhaltensänderungen der Marktteilnehmer, Kundenorientierung, Nutzung von Beziehungen zur Ressourcenstreckung und Akzeptanz des kalkulierbaren Risikos“ abgebildet. Als Ergebnis können das Messmodell und die positive Wirkung von EM auf den Unternehmenserfolg in wirtschaftlich krisenhaften Zeiten aufgezeigt werden.

Small and medium-sized enterprises (SMEs) play a critical role in rejuvenating and sustaining the modern economy, generating substantial employment and serving as important innovation engines for the global economy. Global Perspectives on Small and Medium Enterprises and Strategic Information Systems: International Approaches aims to spread research conducted on SMEs internationally and place it at the disposal of academics, practitioners, consultants, the vendor community, and policymakers. The goal of this book is to highlight the challenges faced by SMEs and how they are coping with the adverse environment through skillful use of

IT and technologies such as Web 2.0, Enterprise Resource Planning (ERP), e-commerce, open source software, Business Process Digitization (BPD), and other emerging technologies. Christina M. Stein identifiziert interessante Besonderheiten der Person des Eigentümers als strategischer Akteur, der mit seinen individuellen Charakteristika, seinem finanziellen und emotionalen Engagement stark auf die Ausgestaltung des Internationalisierungsprozesses des Unternehmens Einfluss nimmt. Die Ergebnisse der Untersuchung resultieren u.a. aus einer theoretischen Analyse von Unterschieden zwischen dem Internationalisierungsprozess eigentümer- und managergeführter Unternehmen sowie einer fallstudiengestützten Untersuchung.

Providing cutting-edge material from a range of perspectives on entrepreneurial internationalization, this insightful book develops contemporary business concepts and business models to engage with a rapidly changing and diversifying world economy. Chapters build a conceptual and theoretical illustration of the field, providing key frameworks for the analysis of entrepreneurial internationalization, including insights into strategy and organization, as well as fundraising strategies for early internationalizing startups.

The SAGE Handbook of Small Business and Entrepreneurship offers state-of-the-art chapters on all aspects of this rapidly-evolving discipline. Original contributions from the best international scholars map the development of Entrepreneurship as an academic field, explore its key current debates and research methods, and also consider its future directions. Part One: The People and the Entrepreneurial Processes Part Two: Entrepreneurship and Small Business Management and Organization Part Three: Entrepreneurial Milieu Part Four: Researching Small Business Entrepreneurship This handbook will be the leading reference book for Entrepreneurship academics and researchers, as well as those from other associated disciplines including business and management, psychology, marketing, sociology and anthropology.

It is not widely understood that the importance of small businesses only became apparent with the publication of David Birch's book *The Job Generation Process* in 1979. Over the past four decades, governments across the globe have struggled to design, implement and evaluate policies that benefit the development of small firms. Deciding whether macro or micro policies are more appropriate for a given context has usually created an initial challenge for policy-makers. However, a cause for even greater dispute has been determining and agreeing what might be the preferred outcomes of such policies (e.g. more firms, better performing firms, fewer firm failures, job creation, greater productivity, higher levels of innovation, inclusivity of disadvantaged groups). Furthermore, evaluating the impact of specific policies presents a wide range of difficulties since it is impossible to isolate a simple cause-and-effect relationship between policy and its stated goal. This book explores the development of small business policy in five countries across five continents and seeks to develop a deeper understanding regarding how small business policy has evolved in these countries and what we might learn from their experiences. This book was

originally published as a special issue of Small Enterprise Research. This Handbook draws on a global team of distinguished Human Resource Development and IHRD scholars to provide research and practice insights on a range of contemporary IHRD issues and challenges. The Handbook reviews a number of critical contextual dimensions that: shape the IHRD goals that organisations pursue; impact the IHRD systems, policies and practices that are implemented; and influence the types of IHRD research questions that are investigated. The Handbook examines the processes or actions taken by organisations to globalise IHRD practices and discusses important people development practices that come within the scope of IHRD.

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