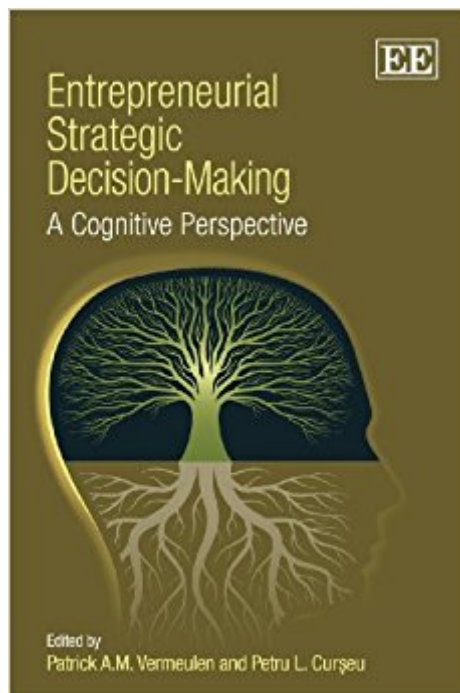




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Entrepreneurial Strategic Decision-Making: A Cognitive Perspective



Synopsis

Strategic choices made by entrepreneurs have major consequences for SME performance. This book explores the factors that influence entrepreneurial strategic decisions using a cognitive theoretical framework. The proposed model, based on a dual processing approach, integrates motivation, emotions and information processing modes and is tested in several empirical studies. The results show the model's potential for furthering interesting research agendas in entrepreneurial cognition research. The authors also reveal that entrepreneurial cognitions can be elicited and represented in the form of cognitive maps. The structural complexity of the cognitive maps (cognitive complexity) is an important prerequisite of effective strategic decisions and is a core concept for the advancement of our knowledge in entrepreneurial cognition. The book is an informed and interesting exploration of entrepreneurial cognition with both theoretical and methodological contributions to this field of research. Entrepreneurial Strategic Decision-Making will be of great interest to undergraduate students and academics in the field of entrepreneurship. Policymakers will learn from this book to understand the distinctions between various types of entrepreneurial decision-makers and the way they make strategic decisions.

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'... this book is a commendable source of reference for entrepreneurship researchers. It offers insight into a number of focused research accounts that may assist other researchers in their entrepreneurship research proposals and execution... the literature review section will be of particular value to such early scholars of the field. The book is highly recommended for both

postgraduate entrepreneurship students and would be worthy of filling a space on any active entrepreneurship researcher's bookshelf.' --- David Douglas, International Journal of Entrepreneurial Behaviour and Research

Edited by Patrick A.M. Vermeulen, Associate Professor and Petru L. Curseu, Associate Professor, Department of Organisation Studies, Tilburg University, The Netherlands

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