

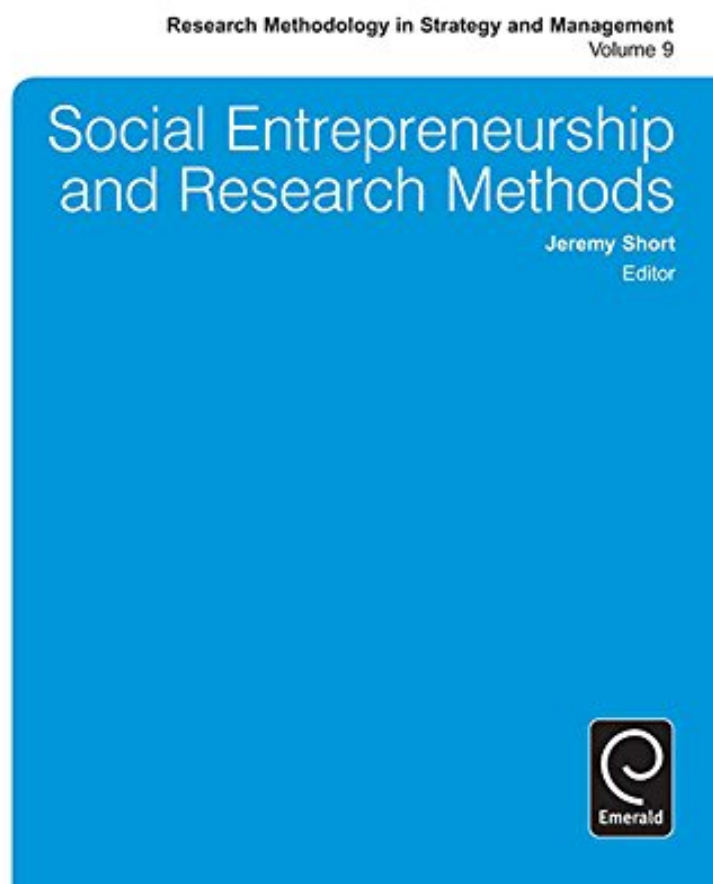
(Mobile pdf) Social Entrepreneurship and Research Methods: 9 (Research Methodology in Strategy and Management)

Social Entrepreneurship and Research Methods: 9 (Research Methodology in Strategy and Management)


Jeremy Short

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The mission of the Research Methodology in Strategy and Management book series is to provide a thoughtful medium to comment, critique, and build knowledge relevant to techniques that advance the strategic management field. This ninth volume in the series explores the theme of "Social Entrepreneurship and Research Methods." This volume provides a critical examination of previous approaches used to explore phenomena of interest in the growing study of social entrepreneurship. The importance of construct management in this emerging field is explored in depth, and the contributors to this volume provide thoughts on a number of valuable approaches to collect both qualitative and quantitative data germane to the study of social enterprise. This volume also highlights the promise of longitudinal techniques, the use of configurational approaches, and other techniques that allow for the incorporation of rich qualitative information to aid in the study of social enterprise growth and performance.

US contributors in management and entrepreneurship explain how to use qualitative and quantitative methods to research social entrepreneurship. The first two chapters of the book review fundamentals of construct measurement in social entrepreneurship and the role of charismatic rhetoric in crowdfunding. There are two chapters devoted to the use of configurational approaches in the study of strategic management, entrepreneurship, and organizational behavior. Later chapters explore the use of secondary data in social entrepreneurship research, mission drift in microfinance, and participatory video as an approach for strengthening collective social entrepreneurship. The book includes an annotated bibliography. It is distributed in North America by Turpin Distribution. --copy;2014 Ringgold Inc. Portland, OR (protoview.com)About the AuthorJeremy Short - OU Price College of BusinessDavid J. Ketchen - Auburn UniversityDonald D. Bergh - University of Denver